

PRINTERS'

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Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

OL. CXLVI, No. 1 NEW YORK, JANUARY 3, 1929

10c. A COPY

B. A. I. S. 1928 with N. W. Ayer & Son

Fair and Warmer

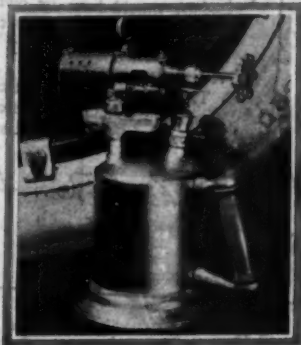
THE Clayton & Lambert Manufacturing Company of Detroit have been making fire-tools since long before buggies became horseless.

Out of their forty years' experience has come a line of modern torches and fire-pots that will do more and better kinds of work than any other that ever breathed a flame.

But—when a mechanic has wanted a blow-torch the name, Clayton & Lambert, has had no special significance. And all torches from the outside have looked alike. It really seemed that something should be done about this.

To make a long tale short, Ayer & Son were commissioned to tell the inside story of these better products.

We prepared a campaign loaded with the gasoline of user-interest. We put compression back of it in the form of a concentrated list of special publications. We touched a match to it and turned on the flame of facts and then sat back to watch the sales thermometer. At once the mercury began to mount. It went higher and higher. It is still going up.



N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

Jan. 3, 1929

The great majority of consumers want terms and must be solicited in simple terms. The presentation in advertising of an attractive idea suitable for conception and evaluation in the consumer mind, often will prove more effective than the bald presentation of a product and its price. To lodge in a consumer's mind a thought which may germinate into action is a fundamental motive of good advertising. The most effective advertising is that which induces people to discuss the product advertised. Each product should have its own particular merit worthy of being talked about. To display that merit in a convincing way is the art of advertising.

There is much bunk in present-day advertising, altogether too much. American men and women cannot be cajoled by florid statements, specious

Thanks Mr. Shibley!

MR. FRED W. SHIBLEY is Vice President of the Bankers Trust Company in New York. His new book was "written from the viewpoint of the business man and banker alive to the necessity for applying scientific procedure to business planning if net profits are to result"... Hence this unintentional endorsement of the Interrupting Idea Principle—a scientific basic for advertising and merchandising originated, practiced and proved by Federal. Federal Advertising Agency, Inc., 6 East 39th St., New York.



Courtesy Harper
& Brothers

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLVI

NEW YORK, JANUARY 3, 1929

No. 1

What Is Good Copy Worth?

In These Days of Keen Copy Competition, Advertising Agents and Advertisers Are Asking Themselves and Each Other This Question

By Howard W. Dickinson

PROBLEMS of price are rarely settled on the basis of actual value. In most cases they are settled upon the basis of what the market will stand. *Prices for professional service, in competitive conditions, are rarely up to their values.* Prices for commodities often can be established at full value or better. Good copy is doing this magic thing all the time for commodities, which is why the advertising agent exists.

What, then, is good copy itself worth?

The right to grow rich through rendering important service is pretty well recognized abstractly and yet we must recognize, too, that the main difficulty in the way of one growing wealthy in an industry comes from competition in that industry itself.

Judged by what it does, good copy is worth much more than it brings. Why can it not bring more?

Of course, the first essential for establishing a proper valuation for the product of an industry is for the industry itself to value it highly. Who else can promote our own as well as we who own it?

Very strong forces are operating to prevent a proper valuation of copy by either its producers or its

purchasers. Other things in advertising are often put into the foreground and relatively over-valued at the expense of an understanding of the paramount value of copy itself.

Let us try to reduce the subject

***I**s the production of copy the most valuable service that an advertising agency can render? Or is it one of a number of services, all valuable, that a client may expect to receive from an agency? Mr. Dickinson, who was formerly an advertising agency executive, has written an article in which he formulates answers to these questions, as well as others that are of direct interest to advertiser and agency alike.*

to its lowest terms by means of an illustration. Two competing manufacturers are putting out products of similar kind and quality. They are doing about the same amount of advertising and doing their sales work equally well. Producer A is using copy of conspicuous power. Producer B is using handsome, well-

constructed advertisements which are perfectly modern and correct in appearance and which would win by their very wide circulation if it were not for the fact that A's copy seems to mean more to the readers.

At last B recognizes that A is markedly ahead of him in the quality of his copy and there is an agency upset in the offing. If it were not for A's good copy, B might be satisfied with his well-groomed copy for many years.

Still trying to keep this illustration in an elementary form, we will say that A has been a little keener about insuring fine copy by making it plain to his agent that first,

last and all the time copy was what he wanted, while B has been a closer buyer of advertising and has selected his agent partly for the extra services which his agent would give him. Much in the way of research, budgeting and market analysis have come to him from his agency because he seemed to be so keen for those things. He has felt that an agency which makes such careful preparation for producing advertising must, of course, be able to produce superior advertising, that exhaustive preliminaries to writing should insure splendid writing. That is not always true and B is now finding it out to his bitter disappointment.

"The customer is always right." That dogma is sufficiently accepted to make many agencies try to sell many advertisers what it is evident that the advertisers think they want. Too often they think they want the services of marketing, statistical and other information-giving experts more than they want the genius of persuasive, convincing and inspiring writing.

Now as to the agent. Any agent will tell you that the basis of his work is copy, that all his roads lead to copy, but that means different things with different agents. If Agent C has several accounts in Big Business, he may have become enamored of standardized straight-line production and produce copy which is completely in the mode of the hour. Agent C is a business man who has built a straight-line organization, and who recognizes the great importance of every possible line of agency activity which may lead to the sale of his services. In his thinking, his conversation and his methods he is in line with Big Business.

Agent D is first and last an exponent of copy. No price is too great to pay for that. Every other thing he does actually leads to copy. Copy is pretty much the only thing he knows how to sell. His great distress is that he can't always make it good enough. Agent D is producing those advertisements for A, which are the envy of Advertiser B. Each month the sight of A's better advertise-

ments makes B very doubtful about the value he is getting from Agent C.

All mixed up? Of course it is. Advertising service has not developed along the lines of pure logic any more than the selling of groceries has. In both cases, the methods in vogue are varied and represent efforts to make a living by supplying needs and persuading people that they have more needs.

It is rather important to see what has caused Agent C to produce copy-a-la-mode instead of trying to cultivate copy genius. Of course, C wants "copy geniuses" and when he hears of one he is glad to hire him and to encourage him to the extent of his power. For a time C is very successful. His advertising pays his clients well because he has wisely persuaded them to use much of it. He is an exponent of big things. As long as Advertiser B was spending much more than A, B was more successful. When A got on equal terms in amount spent the superiority of his copy began to be evident.

Now when Agent C lost B's account he was much grieved. He thought of the time and money he had spent on B, and of the research and marketing help he had given. When told that the trouble was copy, he felt that it might be that A's selling efforts were better than B's. He could only console himself by the thought, "Well, the rest of our clients are satisfied. We can't make a ten-strike every time." Very true, but hardly deep enough for the real answer.

Self-Deluding Alibis Prevent Self-Improvement

I mention this self-deluding alibi of C's because when agencies lose business on account of copy they often fail to take a profitable lesson from this loss and use it for self-correction.

Agent C has lost some of his old ability to concentrate on superior copy production through letting other ideas occupy the foreground of his mind. He let these other ideas predominate with him because he has had to concern himself with insuring the permanence and growth

Give your European Advertising

*American
Ideas*

*American
Methods*

*American
Standards*

THE H. K. McCANN COMPANY offers a distinctive service to American advertisers in Europe. It plans, creates and controls the campaigns of its clients. American ideas are employed. American methods apply. American standards govern all work. Yet attention is paid to the peculiarities of the market. The McCann offices in London, Paris and Berlin have experienced foreign advertising men on their staffs, assuring the proper adaptation of advertising to the varying requirements of European peoples. For further information address our Foreign Department, 285 Madison Ave., New York.

THE H. K. McCANN COMPANY
Advertising

Offices in (LONDON
PARIS
BERLIN

of his very hazardous business.

Effort at minimizing his risk has led him somewhat astray. Now let us see what these risks are. First, of course, comes that of losing profitable clients. Another is the large physical equipment and expensive man-power provided to insure satisfactory and continued client connections, while such connections may be broken at the will, whim or fancy of the client with only a few months' warning at best. The same risk a manufacturer has, you say. Not quite so. The manufacturer makes a standardized line. The agent makes a custom-made product, no two items alike and each made for a particular customer.

The agent must pay the brain part of this equipment very liberally indeed as compared with other industries. The growing and seemingly prosperous agent pays a surprising number of very high salaries. He must pay for severe mental strain, for the business is full of it.

For example, he is paying a high salary to the account executive in charge of General Bicarbons which is spending a million a year. He must also listen with serious attention to this man's demands for still higher pay. His demands are important to the agency head. If he goes out he may take General Bicarbons with him, a double risk and a serious one. The raise in pay may be expensive insurance but he must pay for that insurance, even if he is not sure that it will work.

Suppose General Bicarbons does go to a competitor, and three months later the Great Baxter Shoe Company also leaves to place its business with Baxter's late advertising manager, who has gone into the agency business. Suppose a third and a fourth well-known client leave for other reasons, then rumor has it that our agency is "slipping," "cracking," "falling apart," "on the skids." And that rumor helps to make itself true.

This has often happened, and worse.

Then our agent girds his loins and tries to replace his lost clients

with equal or better ones. He wants to keep his good men whose jobs have been wiped out. He must give no appearance of being hard hit. He may have to take "red ink profits" for several years before he can readjust himself. He can't always bring his volume right back with new sales.

Success Brings Other Risks

It is profitable to have clients' campaigns grow fast, but if they do that, another risk appears. We have not yet learned that the mathematics of millions and billions is identical with that of tens and hundreds. When an agency receives \$15,000 gross for handling \$100,000 it seems to be reasonable compensation. When it receives \$300,000 gross for handling a billing of \$2,000,000, that seems like "a lot of money."

Therein is risk to the agent, that psychological attitude on the part of the advertiser, "a lot of money for what you do." He can see that money in dividends, in a new administration building, in a vote of confidence from the board because he has been efficient and saving. He knows he can't get all of it back in cash or even a part of it if he does business with a high-class advertising house. How, then, can he get something extra for it?

The agent himself knows that \$2,000,000 is a big billing. Added to other billings, it means prosperity, profits, larger scope (and he hopes), stability for his house. If he has it he must keep it at all hazards. "What can we do to please this big advertiser? Extra research at cost or free, the time of a valuable marketing man with the agency's compliments, an experimental sales station at the agency's expense to study the client's sales problems at first hand and so enable us to write copy more intelligently."

Whatever the extras, the risk is not covered because attention has been focused on "free goods," which itself is a risk to a profit-making enterprise, and these free goods are not advertising.

Then there is the risk that ad-

Thorough Trading Area Coverage at One Low Cost!

Fulfilling Every Space Buyer's Test

EVERY measure of newspaper selling power—(1) circulation coverage, (2) display advertising volume, (3) classified advertising volume, (4) reader interest—recommends The Milwaukee Journal for your 1929 schedule.

Analysis based on the points mentioned reveals (1) that The Journal's circulation is by far the largest in Wisconsin—daily and Sunday, (2) that it carries more display advertising than the other two Milwaukee papers combined, (3) that The Journal prints four times as many classified ads as any other Milwaukee paper, (4) that it has 100% reader interest circulation. Sell rich Milwaukee in 1929 through The Journal alone!

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Read in More Than 86 Per Cent of All Greater Milwaukee Homes!

vertising shall become a business of "extras" at the expense of advertising itself.

The advertiser may have succeeded in helping turn his agency into a shop with a miscellaneous assortment of wares of great and acknowledged value, copy, art, market analysis, trade investigation, sales budgeting, sales direction even, chemical and physical research, free publicity, professional, legal or medical advice, varied promotional work with and for various mediums, and so on.

Whether he gets full and adequate pay for these things or not, copy, which is advertising itself, becomes one item out of many. The highly paid experts on these other subjects are all contesting for recognition of the prime importance of the special activities to which they devote their time and our agency has become an *advertising department store* dealing in all sorts of things, selling, budgeting, trade work, press agenting and the rest, in all their manifold forms. *Copy, the son and heir, has to fight for his own birthright in the house of his birth.*

Theoretically, when an agent produces excellent advertising for a client and forms agreeable personal relationships, the connection should become permanent. Practically all sorts of side issues fog the question and the agent is always investing in insurance which does not insure.

Extras mean little when copy is criticized. When an advertiser thinks his competitor is getting better advertising than his own agent gives him, all other considerations are wiped out. The expensive extras which he thought he wanted mean nothing to him when he believes that his product is not so nicely pictured to the public or so forcibly driven into the dealer's thought as his competitor's product is. Copy values begin to be appreciated when the client thinks his own copy lacks them.

Painting and writing do not become art until their creators mount above formulas into inspiration. True this inspiration may be more

trustworthy if it has a background of formal knowledge.

Even great success in big business may not make a client a good judge of advertising values. If he is not he fears what he gets and then changes. He does know dividends, and savings, and extra profits, and more things for his money. As the client must be satisfied, the agent has tried to learn how to offer more and more for the money.

The extra activities in advertising are not worthless novelties. They often have great justification in the fact that they are necessary, that they take the use and application of advertising out of the speculative field and into that of some exact knowledge and precise performance. They bring information for those who write and those who sell. In fact, they are of supreme importance in the conduct of the client's business, which is an excellent reason why the client should pay well for them if they are not already provided for in the habitual activities of his own organization.

The nub of it all is that the advertising agent, the man responsible for the great development of advertising and for the great profits which advertising has brought to his clients, finds himself making expensive efforts to preserve his business from undeserved destruction.

A busy world made up of people whose greatest obligation is to themselves and to their personal tasks can easily forget the truth that "the laborer is worthy of his hire."

It is easy to forget that however selfish an individual agent may be, his business is fundamentally unselfish. All of his work is done for the profit of another. His quality is professional. As a professional type of man he has done only fairly well for himself. Very few indeed have grown rich in the agency business.

Whether the agent is willing to give away a part of his service to a large client is not a question of ethics so much as a question of

(Continued on page 175)

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New England's Second Largest Market

In 1928

The Providence Journal

and

The Evening Bulletin

carried

**24,908,175 lines
of paid advertising**

**This is a gain of 722,560 lines over
1927. Year after year these news-
papers have made a steady gain in cir-
culation and advertising patronage.**

**The reader confidence and circulation
dominance of these publications
makes them valuable media for ad-
vertisers.**

Circulation 120,575 Net Paid

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company

R. J. Bidwell Company

Chicago New York Boston

Los Angeles San Francisco Seattle

One Manufacturer Advertises the Products of Others

Simmons Chains Are Now Being Featured with the Watches of Well-Known Makers

WHAT is usually called "installation" or "indirect testimonial" advertising has become quite common. A manufacturer of steel partitions, let us say, closes the contract for furnishing his product to a large, new office building. In his advertising he features this building and ties it in with his product. The manufacturer of an automotive accessory has his product specified as original equipment for a well-known car. This makes admirable copy for him and in his advertising he gives some prominence to the picture of the car or to the maker's name.

Such advertising is a more or less subtle method of getting another manufacturer to give a testimonial and is quite acceptable to that manufacturer.

What at first sight seems to be an adaptation of the "indirect testimonial" idea and yet is something more unusual, more subtle and quite different, although it stems back to it in principle, is now being used by the R. F. Simmons Company, maker of Simmons Watch Chains. It has all the value of the "indirect testimonial" but has also something more—a matter of manufacturing and design, the tailor-made idea in watch chains.

A recent consumer advertisement shows a picture of a Hamilton Watch to which is attached a Simmons Chain. The copy reads as follows:

This Simmons Chain bespeaks the hidden Hamilton. Hamilton owners are proud of their watches. They want chains every whit as fine. For this Robert Morris model of the Hamilton Watch, Simmons has designed the chain pictured above. It is an 18K white goldfilled Waldemar (30361), priced at \$10.50.

Of course, the chain is not only for Hamilton Watches. It is fitted for Hamilton beauty, quality and durability. But it is also in character with any fine watch. Whatever your taste, or the design of your watch, some Simmons Chain will match it admirably. In many styles, priced from \$4 to \$15. R. F. Simmons Co., Attleboro, Mass.

That advertisement summarizes

A Simmons Chain for the Croix de Guerre of American Achievement

There is ample reason for naming the Croix de Guerre Watch the Croix de Guerre of American Achievement. In many men business, law, industry, and the arts possess one, that the list of owners is veritably a roll call of distinguished Americans.

The Simmons Chain mentioned has been designed particularly for the Croix de Guerre.

The new chain is designed exactly of fine watch. The link design, as you see, suggests the distinctive outline, the delicate beauty of the Pentagon. The chain is number 10000, white gold-filled, and costs at \$11.55. It will look well and it will wear well. Like all Simmons Chains, it has been made to your factory under our own patents.

The architecture of the Simmons Chain is in line with the policy followed since shortly after the building which manufactures and the Simmons Company—no matter special chains for various fine watches. When you sell a famous watch, you sell the chain designed for that watch. Two sales instead of one. Or, you can look up a previous purchaser of the Croix and suggest that he buy a new chain, now that this specially designed one is available.

Since the chain is not essential, of course, to this watch. The chain will look well with any fine watch. Ask your retailer to show you this chain, and others in the Simmons collection.

R. F. SIMMONS COMPANY

Factory and Executive Office

Attleboro, Massachusetts

Branch Sales (Representatives)

20 Wall Street, New York

20 Wall Street, New York

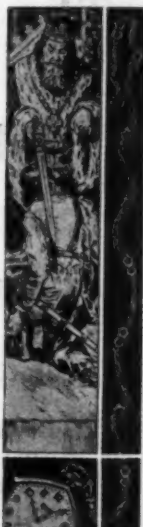
Canadian Representatives—J. W. Lane, 10 King Street East, Toronto, Ontario



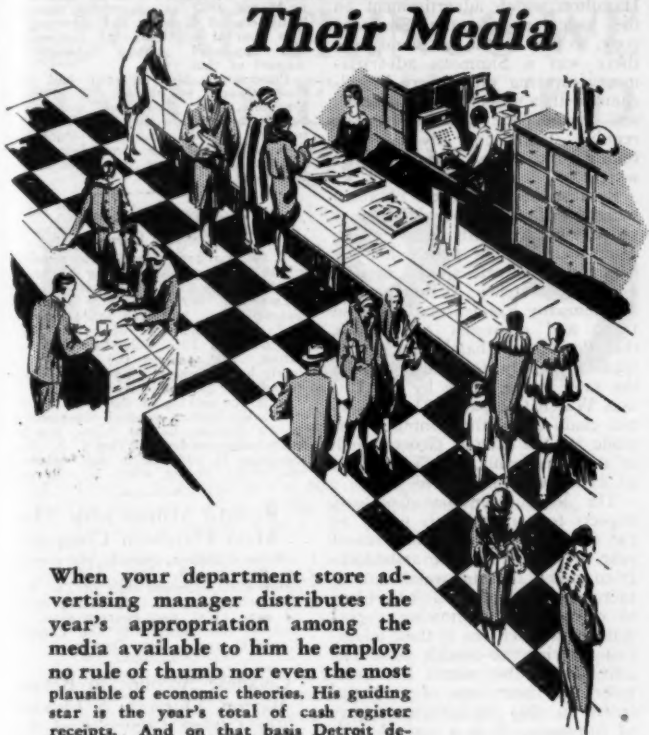
One of the Simmons Chains Advertisements
Featuring the Gruen Pentagon Watch

the idea—watch chains made specially for certain models of well-known watches and at the same time beautiful enough in themselves to serve the owner of almost any other make of watch. The idea grew this way:

In the early part of 1928, the Simmons company suggested to the Hamilton Watch Company that it would be glad to make some special designs for a chain to go with a new watch which the Hamilton people were bringing out. This was



Department Stores in DETROIT Know Their Media



When your department store advertising manager distributes the year's appropriation among the media available to him he employs no rule of thumb nor even the most plausible of economic theories. His guiding star is the year's total of cash register receipts. And on that basis Detroit department stores selected *The News* to carry, during the first 11 months of 1928, the volume of 5,715,360 lines of advertising—3,473,974 more lines than appeared in any other Detroit newspaper. You who are selling the Detroit market may find in these figures inspiration for employing larger space to tell your message by concentrating your appropriation in the one newspaper that no household will do without.

4 OUT OF 5

Detroit homes taking any English Newspaper get *The Detroit News*.

The Detroit News

New York Office

The HOME newspaper

Chicago Office

I. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 6 No. Michigan

known as the Robert Morris model. The first consumer advertisement featuring this new watch chain appeared in September. One of the publications used furthered the co-operative spirit by placing the Hamilton watch advertisement on the page opposite the Simmons copy, so that on the left-hand page there was a Simmons advertisement featuring the Robert Morris chain with a Robert Morris watch and on the page opposite was the regular Hamilton advertisement telling of the new Robert Morris watch.

Because of the success obtained with the Hamilton people, further correspondence with other watch companies brought permission for Simmons to create special designs for their watches. Consequently, the company has featured, both in trade and consumer advertising, the Pearagon Chain, which was made especially for the watch of the same name, made by the Illinois Watch Company. Also, a special chain called the Pentagon was made for the famous Gruen watch of the same name, which has been so extensively advertised.

The R. F. Simmons Company expects to continue this policy so far as possible during the present year. It has secured assurances from other leading watch manufacturers that they will be willing to co-operate by showing pocket watches with chains in their advertising during the coming year. The attitude of the watch manufacturers has been one of great interest in this co-operative move of Simmons. It is a very definite example of what can be done effectively when two products are naturally sold together.

Chicago "Herald and Examiner" Appointments

Hays McFarland has been appointed assistant publisher of the Chicago *Herald and Examiner*. J. T. McGiveran has been appointed advertising director and W. B. Compton, Western advertising manager.

Appoints N. W. Ayer & Son

The George Weston Biscuit Company, Watertown, Mass., has placed its advertising account with N. W. Ayer & Son.

A. R. Sharton, Publisher, "Journal of Commerce"

Alexander R. Sharton, who has been general manager of the New York *Journal of Commerce*, has been made publisher of that newspaper. He joined the staff of the *Journal of Commerce* in March, 1927, as advertising manager, being elected director and secretary of The Journal of Commerce Corporation and appointed general manager in August of that year.

Previously, Mr. Sharton had been vice-president of the E. T. Howard Company, Inc., New York advertising agency, and before that was New York manager of the Butterick Publishing Company. For the time being, Mr. Sharton will continue the duties of general manager.

J. W. Sanger Heads S. S. Koppe & Company

J. W. Sanger, recently vice-president of the Foreign Advertising & Service Bureau, New York, and at one time director of foreign service of Frank Seaman, Inc., has been made president and general manager of S. S. Koppe & Company, Inc., publishers' representative. He assumes the position formerly held by the late Sydney S. Koppe, founder of the company, whose life was lost in the sinking of the S. S. Vestris.

W. W. Davies, general representative of *La Nacion*, Buenos Aires, has been made vice-president of the S. S. Koppe company in addition to his representation of *La Nacion*, which he will retain.

Richard Milton with The Marx-Flarsheim Company

Richard Milton, recently vice-president of Brinckerhoff, Inc., Chicago, has joined the Cincinnati office of The Marx-Flarsheim Company, advertising agency, as copy chief and contact man. He was, at one time, with the Campbell-Ewald Company, Inc., Detroit.

Celanese Account to Batten, Barton, Durstine & Osborn

The Celanese Corporation of America, New York, manufacturer of Celanese Brand yarns, fabrics and articles, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

Advanced by United States Advertising Corporation

S. R. Swiss, for the last six years an account executive with the United States Advertising Corporation, Toledo, Ohio, has been made vice-president of that agency.

Joins Minneapolis Agency

Morton McLane, formerly with the Sawyer Advertising Service, Des Moines, Iowa, has joined the staff of the Kraft Advertising Agency, Minneapolis.

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SOME THINGS WE HAVE RESOLVED TO DO IN 1929

WE have resolved to give complete cooperation to national and local advertisers in The Florida Times-Union. (But this isn't a new resolution—merely repeating last year's which, by the way, unlike many resolutions, has been thoroughly kept.)

We have resolved to serve Times-Union readers as well as any modern newspaper can. (Not so new, either, because this has been done for years and years—as witness the Times-Union supremacy in its field.)

We have resolved Pshaw! About all we can resolve is that The Times-Union will continue to serve its field as it has in the past sixty-three years; that we shall continue to work hard to produce Florida's greatest newspaper; that we shall continue to give every cooperation to advertisers and readers, building the best newspaper we know how.

The Florida Times-Union JACKSONVILLE, FLA.

Represented nationally by
REYNOLDS-FITZGERALD, Inc.

(Formerly Benjamin & Kentnor Company)

New York	2 West 45th Street	Philadelphia	1524 Chestnut Street
Chicago	203 N. Wabash Avenue	Los Angeles	117 West 9th Street
	San Francisco		58 Sutter Street

To the Members and Automotive

whose fine products were successfully merchandised in the Chicago market during 1928; whose consistent advertising in The Chicago Daily News has year after year brought greater returns from this rich, expandible territory; whose 1929 announcements the able-to-buy, willing-to-buy families of the midwest eagerly await:

CHICAGO OFFERS AGAIN:

A rich market . . . supporting 4,000,000 people, 8,000 retail automotive outlets, more than 500,000 registered motor vehicles.

A convenient market . . . comprised in a compact 40-mile area . . . easily reached . . . easily traveled . . . easily merchandised.

A key market . . . supplying through its numerous wholesale and distribution facilities the entire midwest . . . setting the pace and creating the style demand for an inland empire of more than 20,000,000 people.

And to this market The Daily News offers the logical medium:

THE CHICAGO

Chicago's Home

*Advertising
Representatives:*

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

Member of the 100,000

and representatives of the automotive industry!

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very merchandising dollar
uring 1929 choose Chicago.

or the best returns from
very advertising dollar dur-
ing 1929 choose The Chicago
Daily News.

In effective medium in a
ick, responsive market.

THE CHICAGO SHOW

On January 26, the opening
day of the Chicago Auto-
mobile Show, The Chicago Daily
News will issue its annual
automobile show number.

A comprehensive editorial survey
of the coming automobile year
with a discussion and pictures of
the new models and accessories
will make this section one of un-
usual interest to readers . . . of
unusual value to automotive ad-
vertisers. It will enable the
advertiser most effectively to cap-
italize the keen interest in auto-
motive subjects the Chicago show
always creates.

May we have your copy for this
number early this year? Regular
rates will apply. Write or call
our representative listed below.
A representative will be glad to
call and give you further infor-
mation concerning this section
and the day by day effectiveness
of The Daily News for automo-
tive advertising.

GO DAILY NEWS

Home
newspaper

Kelly
Ave.

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

00,000
roup of American Cities



A \$19,431,000 Crop Value Increase Gives Oklahoma Farmers a Happy New Year,

United States department of agriculture estimates place Oklahoma's 1928 field crop values at \$280,472,000 against \$261,041,000 for 1927!

This is particularly significant since it represents increased acreage in crops other than cotton and accompanies substantial gains in the number of dairy cattle and poultry in all parts of the state.

It supports the advice of the Standard Statistics Company that sales quotas for Oklahoma in 1929 should be set 20% above last year.

184,168 A.B.C. Circulation Each Issue

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES

Radio Station WKY—1000 Watts—900 Kc.

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

How Can Towns of 10,000 or Less Be Reached Profitably?

Must the Small-Town Market Remain Merchandising's No-Man's Land?

By G. A. Nichols

IN a report by the agricultural press committee of the American Association of Advertising Agencies, made at the recent annual meeting of that organization in Washington, appears this weighty statement:

"The problem of American business is not so much over-production of all manufactured goods as it is over-concentration of merchandising effort in the metropolitan areas. An extensive study convinces us that what business needs is diversification of distribution, an understanding of true national distribution and a real insight into a genuine decentralization of many distribution efforts."

After this conclusion is carefully studied, it does not seem nearly so radical as it appears at first reading. Indeed, the committee (consisting of Paul E. Faust, H. H. Charles, Wm. B. Tracy, Paul V. Troup, Ernest E. Dallis and D. M. Botsford) doubtless will find that there is fairly general indorsement and approval of its findings. There are few, if any, manufacturers who can convince even themselves that their distribution is properly decentralized in respect to the small-town and rural market.

If, then, this condition exists, and advertisers know and admit that it exists, why is it permitted to continue?

The answer is simple: Distribution is being carried on in a lamentably lopsided way, not necessarily because manufacturers are asleep, but because they have not yet found an entirely satisfactory method of merchandising their goods in towns of 10,000 and under.

The committee, therefore, has brought out what is, without argu-

ment, the biggest and most vital business problem of this generation. It outranks the chain-store question or almost any other you want to name. Everybody is talking about it; everybody is seeking a solution. Yet not more than one in a thousand is able to make a sane answer as to what should be done.

The small town, in short, is the merchandising riddle of this era.

The manufacturer is well aware that the larger part of the country, at least geographically speaking, is sort of a No-Man's Land in merchandising.

It has potentialities which, if they could be even reasonably well real-

ized, would give his business its rightful place in the economic picture. Moreover, he could get this additional trade if he wanted to pay the price; but the cost of the intensive development necessary to bring about this condition would be too great. This is why we see great firms deliberately pulling away from the smaller trading areas and centralizing their activities more and more in the larger districts. They do not admit this in so many words, but set forth their new policy under some such high sounding term as "concentration."

Concentration means that these manufacturers are going to get behind a relatively small number of larger town dealers and develop them intensively; the theory being that ten live dealers who will center their purchases with a house and make a serious effort to use its merchandising facilities with at least a glimmer of intelligence, are more valuable than a hundred who will scatter their purchases and are

THE small-town market is generally recognized as extremely fertile sales territory for all sorts of products. The problem is how to cultivate it without sinking all potential profits in the process of cultivation. This article makes a very definite suggestion that is unquestionably sound.

indifferent to efforts made along the line of helping them sell. Meanwhile, the smaller dealer is left to shift for himself. Many of them should thus be left. The sooner they get out of business the better it will be for the country's commercial interests as a whole.

Nevertheless, this is a development that can be pushed too far, as many manufacturers are now realizing to their great discomfiture and apprehension. They clearly see that things are developing in such a way that not only is the inefficient dealer getting his just desserts by being forced out, but that the good dealer, the dealer who could and should be advanced, is in a fair way to suffer the same penalty.

Concentration is all right enough; but when it is worked along to a place that causes towns as large as 10,000 to be left out of the really thoughtful and serious merchandising activities, it does not look nearly so well. Thoughtful manufacturers do not like this at all. But what are they going to do about it?

Far be it from this present writer to intrude an opinion when so many better and smarter people do not seem able to "jell" on anything tangible and definite. But, in all humbleness of spirit, it may not be out of order to consider here one or two aspects of the situation and call things by their proper names. Too many pious abstractions have been employed in discussing this matter of decentralized distribution. Advertisers have been squeamish about recognizing the real truth; or, if they did recognize it, they have been furtive in acting upon it. It is advisable then to set down some rather bold premises and not be afraid of the conclusions brought forth after a process of logical reasoning has been applied.

The advertising enthusiasts—those cheerful souls who shout "more and better advertising!" no matter what may be the merchandising problem to be solved—will, of course, jump in here with the suggestion that the manufacturer is not doing enough advertising in towns of 10,000 or less. He isn't,

for that matter. But this end of the question "How shall we merchandise in towns of 10,000 or less?" is nothing to worry about. If there is justification for making a greater effort to merchandise in these towns, the advertising volume will pretty much take care of itself; but if there is no such justification, then any quantity of talk about advertising would have no particular effect. Advertising certainly has its place in this problem; but mere talk about greater lineage as the one big thing that needs to be had is idle and even a bit foolish.

The thing that needs to be fixed, and will be fixed, is distribution. And advertising, rightfully used, can do the fixing. If advertising is going to do this big thing, however, it must be considered in a much broader sense than is usually suggested in presentations to manufacturers by advertising agencies and publications.

Too Much Negative Advice

The manufacturer has been scolded a great deal during the last few years for the unthinkable irregular and insufficient way in which he has gone about the serious process of creating good-will for his product in the small-town and rural market. This writer has done his full share, and is not a bit remorseful. But in simple fairness it must be admitted that much of this advice, given in bales and bales, has been negative. The advertiser has been told again and again, for instance, that farm people enjoy the comforts and luxuries of life just as much as anybody and have the money to pay for them. He has been regaled with perfectly true stories about the farm and small-town flapper wearing silk hose and the usual scant apparel that seem to be the fashion these days. He has been informed that the horse-hair sofa is just as much out of date in Garden City, Kans., as it is in White Plains, N. Y., et cetera, et cetera.

The trouble with such presentations is that they are predicated on the thought that the advertiser either does not know about the farm

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market or has a very hazy idea of its real extent. His halting merchandising policy is not so much due to insufficient appreciation of the aggregate potential rural market volume as it is to the need for some workable plan of applying mass distribution methods in the smaller centers as they are applied in the metropolitan area. It is not at all to the discredit of the farm papers, the smaller town newspapers and the advertising agencies that distribution has become so largely centralized. They didn't make it that way. But, if they would give this centralization its proper place in the equation, instead of continually talking about the extent of the market to be gained, they would make much faster headway toward helping the advertiser create a condition where-in advertising can exert its unquestioned powers to produce decentralization.

The Jobber and Mass Production

If mass distribution is the thing needed, and all are agreed that it is, how is it going to be economically created and administered? The answer is that the jobber can, if he will, be the means through which this can be brought about. But he will have to mend his ways, drop some of his hidebound prejudices, and remember that he is not doing business in the year 1880.

A member of Mr. Faust's committee insists that this new decentralized distribution cannot be carried on through the jobber because, as he states it, "the jobber is through." This is wrong; the jobber is not through, even though it may be admitted that he is slipping.

That his system is fundamentally sound is more than proved by the fact that it is existing, and is at least feebly wiggling today, notwithstanding the perfectly ridiculous way in which he has abused and mishandled it. If the jobber were definitely and eternally kicked out of the picture at this stage, he would be suffering only the just penalty of his sins of omission and commission.

But thinking manufacturers shrink from such a fate for the

jobber. They need him and he needs them. The jobber at present seems to be the only visible means of decentralizing distribution so that advertising can get an unimpeded opportunity in towns of 10,000 and under. Somebody may think up a better system; meanwhile why not renovate the present one and get it to running on a sane and sensible basis?

Such a basis can be established quickly enough by the simple expedient of the jobber utilizing and capitalizing upon the good-will the manufacturer creates through his advertising. The way the thing is worked now, the manufacturer produces a measure of consumer acceptance for his product. Even though he is not advertising properly, with specific reference to the rural trade, people in those districts know something of his goods. And then the jobber, in his wisdom, fights the salability thus created! The advertiser creates acceptance for a commodity and the jobber handles something else. When this is done, advertising and the jobber, the natural friends and allies, are fighting a foolish and useless battle. It is interesting to speculate upon the number of millions of dollars thrown away on advertising because of this condition during the last twenty years and the untold number of millions sacrificed in the way of sales that could have been had. Right here, without a doubt, is the greatest business waste of the century.

If advertisers and jobbers were in accord at the present moment here is what could happen: Advertisers could go about the development of business in smaller centers on a sufficient basis for once. They could advertise as they should—and probably as they would like to. They could produce and intensify consumer acceptance in such a way that positive and thorough good-will for their merchandise would be created.

Then the jobbers could take this good-will and put behind it all the force of their quick local distribution facilities, their ability to deliver many lines in one bill, their capacity to sell the dealer in ac-

cordance with this newly acquired (and also economically correct) habit of buying small and often so as to promote turnover.

What would we then see? Nothing more or less than decentralized distribution *done on a mass basis*.

It is not too much to predict that this logical consummation will be worked out fairly soon. Indeed, judging by the apparent eagerness with which isolated jobbers here and there are fleeing from the wrath to come, it is on the way already. There is a great deal of the old-fashioned hell fire and damnation flavor about the repentance of these jobbers. But even though they are allying themselves with advertising good-will from a standpoint of fear rather than of love, their conversion is welcome as showing an economic trend that is going to put rural marketing where it ought to be. A similar development, by the way, is to be noted in certain department stores; but that is another story not to be gone into here.

This attitude of the jobbers is an indication of the substantial progress the country is going to make during the next few years in solving economic problems which hitherto have been left to the *laissez faire* economists.

A Constructive Suggestion

There is at least one constructive and affirmative suggestion that can be made in this article. It follows:

The manufacturer of advertised goods should look thoroughly into the present-day jobbing situation. He is not to be blamed if, up to now, he has despaired of getting the right kind of small-town distribution and merchandising from that source. But the jobbers' changing opinion and his dawning recognition of good-will as a force in merchandising leave the way wide open for resultful missionary work.

The advertising part, as has been already said, is relatively easy, even though some people do regard it as otherwise. The theory and practice of creating and consolidating consumer acceptance has been

thought through to such an extent and the mediums themselves are so good that nobody needs to go wrong in this essential unless such is his deliberate wish. If he does not know how, he can quickly find out.

Now Lyddon, Hanford & Kimball

The Lyddon & Hanford Company, Inc., Rochester, N. Y., advertising agency, has changed its name to Lyddon, Hanford & Kimball, Inc. Abbott Kimball, who has been manager of the New York office for the last four years, has been admitted to the corporation, and will continue in his present capacity.

"Auction Bridge Magazine" Appoints C. S. Heminway

C. Stuart Heminway, recently with *The American Weekly*, New York, has been made vice-president and director of advertising of the *Auction Bridge Magazine*, of that city. He was, at one time, advertising manager of *Judge*.

To Direct Trav-ler Manufacturing Sales

W. A. Butler has been appointed general sales manager of the Trav-ler Manufacturing Corporation, Chicago, manufacturer of portable radio receivers. He was formerly engaged in merchandise work at St. Louis.

Food Account to Smith, Sturgis & Moore

The Variety Food Products Company, which will manufacture a family of food products at New York, has appointed Smith, Sturgis & Moore, Inc., New York advertising agency, to direct its advertising account.

R. L. Carey Joins "The American Weekly"

Reginald L. Carey, recently Western advertising manager of *Judge*, has joined the advertising staff of *The American Weekly*, New York. He will cover part of the Southern territory.

Gerald Dumars Joins "The United States Daily"

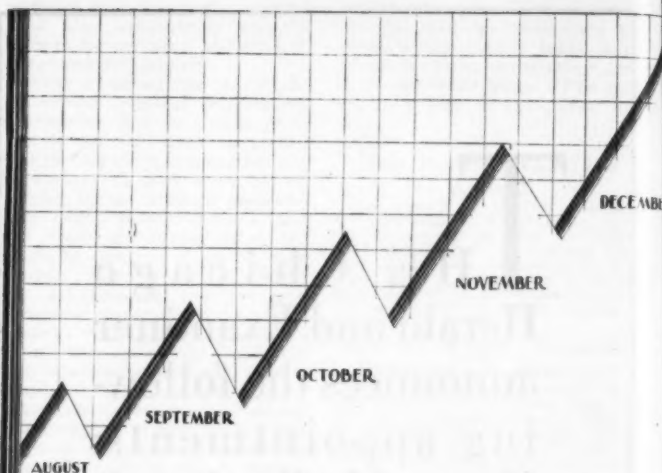
Gerald Dumars has joined the Eastern advertising staff of *The United States Daily*, Washington, D. C. His headquarters will be at New York.

Appoints The Kleppner Company

The Gaige Signal Corporation, New York, has appointed The Kleppner Company, Inc., advertising agency of that city, to direct its advertising account.

THE Chicago Herald and Examiner announces the following appointments; Hays, McFarland, Assistant publisher, J. T. McGiveran, Advertising Director and W. B. Compton, Western Advertising Manager.

Merrill C. Meigs
Publisher



FOLLOW THE TREND!

In preparing New York City advertising schedules for 1929—follow the **TREND**.

The **TREND** is decidedly to the dominant, home-going evening newspaper, the Evening Journal.

Here are the facts:

AUGUST was the largest August in Evening Journal history!

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CHICAGO:
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SEPTEMBER was the second largest September in Evening Journal history!

OCTOBER recorded a gain of 93,584 lines for the Evening Journal!

NOVEMBER was the largest November in Evening Journal history!

—and for the four consecutive months the Evening Journal was **FIRST** among all New York morning, evening and Sunday newspapers in volume of Retail Store Advertising printed!

The **TREND** is to the Evening Journal—because proven sales experience shows the tremendous and constantly increasing sales-potentialities its columns hold for advertisers.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:

Hearst
Building

DETROIT:

Book Tower
Building

NEW YORK:

9 East
40th Street

ROCHESTER:

Temple
Building

BOSTON:

5 Winthrop
Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

In Detroit

where all three newspapers have had the same opportunity to grow with the tremendous growth in the motor industry — the Detroit Times in 1928 has shown the largest gain in display advertising of any metropolitan daily in the United States

“The Trend is to the Times”

Over 300,000
Daily Circulation

Over 350,000
Sunday Circulation

Tie-Maker Patterns a Merchandising Idea After Cadillac

An Explanation Also Is Offered as to Why the Idea Was Made Available to Only One Dealer in a City

By Bernard A. Grimes

SALESMAN: "Sure it's a good idea. But don't advertise it."

Sales Manager: "Why not?"

Salesman: "Because you say only one customer in each city can go through with us on this idea. How am I going to square matters with others who will want to join the parade? If you advertise it, I'll get in Dutch."

This dialog, in thought, if not in actual words, was the substance of discussions which James McCurrach, of James McCurrach & Brother, New York, tie makers, had with members of his sales staff when he outlined a new merchandising idea which the firm had adopted. Inasmuch as the idea concerned a particular styling of neckties and a specific merchandising plan, both to be made available only to one dealer in each city, it involved a departure in policy.

Despite the hunch of salesmen that they would get in Dutch, the idea has been carried through. Furthermore, in a number of instances, the hunch proved true. Customers did take exception to the policy that excluded them from participation. Their reaction has not seriously disturbed Mr. McCurrach, however. He believes it is better for customers to get "sore" at a manufacturer because they can't get his goods than to hold the same attitude because they have stocks of his goods which can't be sold.

It is his opinion that when the trade is offered an opportunity to tie-up with a manufacturer in putting over a program carefully planned to be advantageous to both interests, those first to act on the

invitation should be accepted. The situation is the reverse of that in which a manufacturer's salesman finds himself when business has gone to a competitor. The salesman does not stop calling on the retailer. If, in the case of the Mc-

Colorings from Nature



Gulf Stream



"Six Patterns in Gulf Stream Blue"

TRAVELERS in tropical waters will remember watching the spray churn up white against the perfect blue of the Gulf Stream. Not navy, not marine, not turquoise, the Gulf Stream has a color that is distinctly its own.

We have taken the six patterns of ties shown here as best portraying the dancing blue waters of the Gulf Stream in all its varied moods.

This Shows How One of the Paintings and Matching Ties Are Featured in Dealer-Help Material

Currah plan, the retailer finds that another retailer in his community has tied up to a sales promoting idea, he may get huffy and disgruntled but the cause is a stimulating one; it rests on the disappointing realization that he was not quick enough to take advantage of it.

For purposes of illustration, two

mythical dealers, Smith and Jones, were mentioned by Mr. McCurrach. They both operate stores in the same city. The McCurrach merchandising plan is sold to Smith. "Jones sees Smith's window displays and jealously watches the way Smith's stock is moving," explained Mr. McCurrach. "His first reaction is to be 'sore.' Why? Because the idea was not sold to him. He is rankled for the reason that he realizes, too late, that we offered him a good idea and he is angry because he did not take it. On the next occasion he will have more faith in us and be more willing to co-operate. The progressive merchant does not cry over lost opportunity, nor does he hold a grudge. If anything, he is prepared not to make the same mistake."

"What about Smith? Smith is grateful for our co-operation and his increased sales and we are certain of one dealer in the community who may be depended upon to give our merchandise a fair and timely showing."

If we get seven dealers "sore," Mr. McCurrach stated, the progressive ones among that number will be more anxious to get our merchandise. They will take our offerings more seriously instead of according to our salesman's "just-another-order" call.

The style and merchandising plan used by McCurrach resulted from two circumstances that impressed themselves vividly on Mr. McCurrach's mind. While sailing through the Gulf Stream he was attracted with the beauty of the blue coloring of the stream, a color which he thought would make a good looking tie. He recalled receiving some months earlier a booklet, handsomely illustrated in color, featuring the inspiration for the colors used for Cadillac automobiles. If this booklet interested him so deeply, he believed it must have so affected others likewise and that the booklet was a good piece of sales work. The booklet pictured the merchandise in attractive colors and, more than that, it offered Cadillac users and prospects imaginative qualities which made the

possession of certain colors desirable.

If the idea worked well for Cadillac, Mr. McCurrach saw no reason why it should not work for him. First he set out to create a line of ties which, by their merit, would be distinctive. For motifs silk was dyed to match the blue of the Gulf Stream, the colors of autumn foliage, the brilliant tiles of Palm Beach roofs.

Satisfied that the merchandise was right, the next step was to employ an artist to make oil paintings of scenes which depicted these colors in their natural settings. It was at this point that the plan began to branch away from what previously had been done in the tie silk industry. Various sources previously had been used for reproducing colors and motifs. This was all right so far as it went but Mr. McCurrach wanted to follow through in the same complete method the pace set by Cadillac.

Manufacturer's Name Subordinated

Seven subjects were painted in oil. These paintings formed the basis of the merchandising plan. They were reproduced in a sixteen page, four-color booklet. One page showed a painting. On a facing page were shown six pictures of ties patterned after the scene. There were twelve patterns representing variations of each theme. The booklets entitled "Colorings from Nature" were imprinted with the dealers' names and addresses and carried no mention of the manufacturer's name except a sentence at the bottom of the pages which read "Woven by McCurrach."

With every six dozen ties ordered, a dealer received 1,000 of these booklets, without charge. Envelopes were offered at cost price. The number of booklets sent to dealers numbered 400,000. The idea, as already stated, was made available to only one merchant in a city. That 160 dealers co-operated speaks for the acceptance which the plan was accorded.

The advertising and merchandising campaign involved an expenditure of \$22,000. It included pages

1928

Another Year
of

NEWS

Leadership

Completed

1929

Another Year
of

NEWS

Leadership

in The

Making



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, *Advertising Manager*

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

and spreads, in color and in black and white, in business papers. Reproductions were made of the oil canvases which, costing \$3 were offered to retailers at \$1.50. These canvases were a feature of the business-paper copy which visualized suggested window displays. Many dealers took advantage of the offer and haberdashers who were among the leading stores on Fifth Avenue and other style thoroughfares, devoted full window displays to the dealer helps and the merchandise.

In the business-paper copy a column was devoted to an article by Mr. McCurrach outlining the proper dramatic handling of the nature colors idea. This emphasized the statement, "This idea will be practically wasted if it is not properly treated." The copy explained how the selling help sent with orders was to be used. Included in the material were sample newspaper advertisements, descriptions of how the window displays could be used, display cards in four colors, and a sample of the paper band which was fastened about each tie.

Reasons for the soundness of the merchandising idea also were discussed in relation to its successful use by the motor car industry. These may be summed up by quoting two paragraphs from the business-paper copy as follows:

Two years ago automobile manufacturers perceived the importance of color; painted their cars in many shades and by the use of luxurious colored booklets, advertisements and window displays they dramatized the strong appeal of color.

The apparel industries must compete with other industries for their share of the consumer's dollar.

There then followed an outline of the steps taken by McCurrach to perfect color combinations and to work out a plan of merchandising that would compare favorably with the methods followed by the motor industry.

After the idea got under way, each customer was sent a questionnaire on which he was asked to tell how he handled the idea and what success it brought him. He was told that this information

and his suggestions would guide the make-up of the booklet for spring and enable the manufacturer more intelligently to understand the retailer's viewpoint, thereby making the idea absolutely practical.

The plan went over even better than its sponsor expected. One dealer, alone, disposed of 550 dozen ties with the idea as a sales lever. Dealers expressed themselves as pleased with the interest of customers in the merchandise.

The response on the part of both dealers and the public has led to the determination to expand on the idea. An artist is now visiting the American Museum of Natural History where he is engaged in painting fourteen subjects which will be the basis of the spring campaign. These will be divided into two groups, seven jewel subjects and seven tropical bird subjects.

These subject groupings will be merchandised on the same basic principles which made the initial campaign so successful, with this exception: they will be merchandised separately. Thus two dealers in each city, instead of one, will be given the benefit of a distinctive sales promotion idea.

Henry Krohm, Sales Manager, Hupp Motor

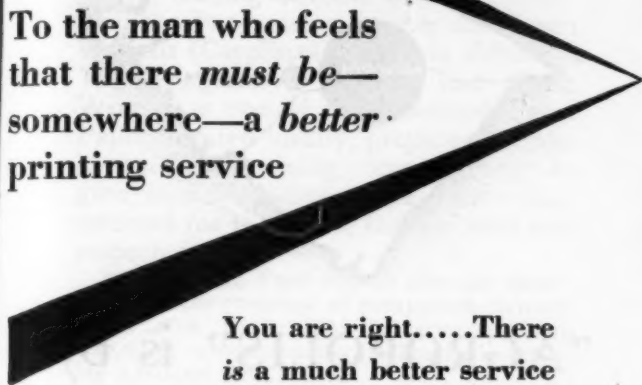
Henry Krohm, formerly director of Senior Six sales of Dodge Brothers, Inc., has been appointed sales manager of the Hupp Motor Car Corporation. Before joining the Dodge organization in the spring of 1927, he was vice-president and general sales manager of the Paige-Detroit Motor Car Company, Detroit. In his new position, Mr. Krohm will work with R. S. Cole, vice-president in charge of sales of the Hupp company.

H. E. Close with Addison Vars, Inc.

H. Earl Close has joined the copy staff of Addison Vars, Inc., Buffalo, N. Y., advertising agency. He formerly was general sales manager of the Gagnier Corporation.

F. B. Trimm to Leave New York "Evening Journal"

Fred B. Trimm, who has been local advertising manager of the New York *Evening Journal* for the last fifteen years, has resigned, effective February 1.



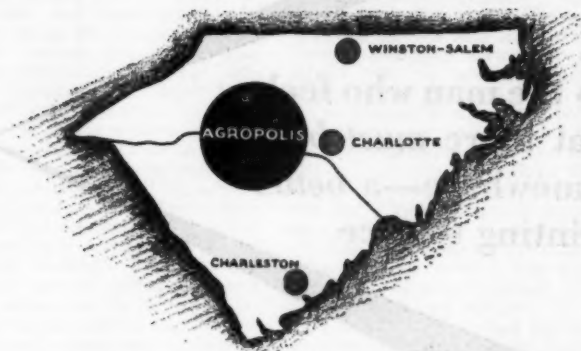
**To the man who feels
that there *must be*—
somewhere—a *better*·
printing service**

**You are right.....There
is a much better service
than the average.....
Maybe it is a lot better
than you can imagine
.....Certainly we try
hard to make it that
good.....And you are
invited to test it out.**

**CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE, NEW YORK**



In the Carolinas



"AGROPOLIS" is by far the largest market

IT is a market that rivals the greatest cities of the country. "Agropolis" in North and South Carolina has a population of 2,358,766. "Agropolis" far outranks in importance the leading cities of Charleston, Winston-Salem and Charlotte. Indeed, "Agropolis" is nearly *four times* as big as all the Carolinas' cities and towns of 10,000 and over combined!

"Agropolis" is a real, reachable market. Its residents are those who own and work the 456,000 Carolina farms. They live on good roads; they ride in automobiles. They are prosperous

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people, buoyant with the recent ascendancy of the south. They are people who have similar interests in their work and play, in the things they *buy* and *use* and *wear* and *read*.

The leading citizens of "Agropolis" read the Progressive Farmer and Farm Woman (Carolinas—Virginia Edition). The Progressive Farmer and Farm Woman is one of the Standard Farm Papers, edited locally, prepared to take *localized* advertising copy; ready to give *localized* sales cooperation; constructed for the whole family; read and respected.

The Standard Farm Papers offer the advertiser blanket coverage of prosperous farming America—a fertile field for merchandising effort. 15 non-duplicating publications; reaching 2,500,000 farm homes.

Presenting the Key to "Agropolis"

"The Other Half of America's Market," a marketing guide and comprehensive statistical study of the whole farm market, has been prepared by disinterested authorities. Copies will be presented to interested executives by appointment.

Your sales problem is national—but your dealer's is always local
The Standard Farm Papers meet both!

The Progressive Farmer
 The Farmer, St. Paul
 The American Agriculturist
 The Wisconsin Agriculturist
 The Breeder's Gazette

Pennsylvania Farmer
 Ohio Farmer
 Wallaces' Farmer
 Pacific Rural Press
 The Prairie Farmer

The Nebraska Farmer
 Kansas Farmer
 Missouri Ruralist
 Hoard's Dairyman
 Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill.

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
 107 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager
 230 Park Avenue

San Francisco, 1112 Hearst Building



FARM children go to school throughout the winter, usually under less favorable conditions than city children. Rural boys and girls must dress warmly for their daily contact with snow, cold and rain. They wear heavy clothing, sweaters and overshoes, wool caps and underwear. Their mothers start them off with a hot cereal breakfast, because **THE FARMER'S WIFE** advises it.

Country mothers rely upon this, their own magazine, for just such helpful advice. Our advertisers find it helpful in making friends for their products, also.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

Agency and Employee in Lawsuit

Jury in Case Tried in London Awards Agency Damages for Fraud in Action Against Its One Time General Manager

A LAWSUIT of particular interest to the advertising agency business was decided a short time ago before a special jury in London, England.

This case involved an advertising agency, known as the Kingsway Press Advertising Service, and a former employee of that agency, Manson Gibson, who at one time had the title of general manager of the agency.

Included in this case were two sets of action: One started by the advertising agency and the other set in motion by the former general manager.

The advertising agency in its action claimed damages from Mr. Gibson for alleged breaches of agreement and of duty; damages for alleged fraud; and a declaration that Mr. Gibson was liable to account to them for all profits made by him in respect to certain advertising. The agency also claimed an accounting, and an injunction restraining Mr. Gibson from representing that its established business was being carried on by Mr. Gibson or by any other person, firm or company under a new designation. All of these allegations were denied by Mr. Gibson.

In respect to this first action the evidence showed that on June 18, 1926, the Kingsway Press Advertising Service entered into an agreement under which Mr. Gibson was appointed manager of its organization for six years as from April 14, 1924. It also showed that the Maypole Dairy Company, Limited, was a client of the agency and that in 1926 the dairy company conducted an advertising campaign through the agency and that in 1927 a plan for a new campaign was discussed.

On May 18, 1927, according to the evidence introduced, Mr. Gibson, while acting as manager of the agency, wrote on the agency's letterhead to one of the departmental managers of the Maypole company a letter in which he said:

I am at present negotiating the purchase of another agency in order to merge it with my own and to have the control of a large organization wholly dissociated from the Kingsway Press Advertising Service. This I had intended to put before you in due course. Meanwhile you will appreciate the fact that not to have my relationship with the Maypole company continued, even in a prospective sense, is to upset valuations in the merger negotiations.

The evidence next shows that it was about this time that the Kingsway company anticipated receiving an advertising contract from the Maypole Dairy Company, Limited. Testimony introduced into the trial alleges that on August 26, 1927, Mr. Gibson, in order to induce H. G. Newton, chairman of the Kingsway Service, to terminate the contract of service between him and the agency, falsely represented that he desired to be released from his position as manager on the ground that he had become convinced that he must cease to be an unprofitable burden to the company. The testimony further shows that it was then agreed that the contract should be terminated as from September 2, 1927.

The agency then alleged that at the interview at which such decision was arrived at Mr. Gibson fraudulently concealed the fact that the Maypole Dairy Company was then contemplating advertising with the agency on a large scale.

On September 8 of that year Mr. Gibson, according to the evidence, wrote to Horace Imber, Honorable Secretary of the advertising committee of the London Daily and Sunday Press, that an organization known as Gibson-Tamblyn, Advertising, Ltd., of which Mr. Gibson was managing director, had been "formed to take over the business formerly handled by me through the Kingsway Press Advertising Service, the entire staff of which has been transferred to the new company." The letter continued:

This is really, therefore, an established business under a new designa-

tion, and I need hardly add that the change has been made with the cordial concurrence of all my clients.

Acting on the evidence and testimony which has been summarized above, the jury returned a verdict for the Kingsway Press Advertising Service on the issue of fraud and awarded that agency damages in the amount of £2,250.

In the second action, namely that which was brought by Mr. Gibson against the Kingsway Press Advertising Service and against Henry Griffiths Newton, chairman of the agency, Mr. Gibson claimed damages from the agency and from Mr. Newton for alleged slander, the words complained of being as follows: "The advertising matter used by the Maypole Dairy Company in the newspaper press during September and October, 1927, was prepared by the staff of the Kingsway Press Advertising Service, Ltd., on their premises and in their time. Mr. Gibson has taken away the staff of the Kingsway Press Advertising Service, Ltd., by giving the members of it employment with his own firm."

Mr. Gibson alleged that on October 18, 1927, the above words were falsely and maliciously uttered by Mr. Newton, acting for himself and for the advertising agency to the chairman of the Maypole Dairy Company and another person at the offices of the dairy company.

Mr. Newton and the agency pleaded that the words were uttered, if at all, on a privileged occasion and without malice.

The court decided that the alleged slander, the subject of this second action, was spoken on a privileged occasion and without malice, and it entered a judgment in the matter for the defendants, namely the chairman of the board of the advertising agency and the agency, with cost on that issue.

Malcolm Auerbach Starts Own Business

Malcolm Auerbach has started his own business at Chicago as a sales and merchandising counsel. He was formerly with The Manhattan Shirt Company, New York, and The Hickok Manufacturing Company, Rochester, N. Y., in sales and sales executive capacities.

F. E. Clark Heads Marketing and Advertising Teachers

Professor Fred E. Clark, Northwestern University, Chicago, was elected president of the Association of Teachers of Marketing and Advertising at the annual meeting of this group, held at Chicago last week. Under the new system which calls for a vice-president to represent each specialized field of interest in the association, Professor Paul T. Converse, University of Illinois, was elected to represent the general marketing division. George B. Hotchkiss, New York University, is vice-president of the advertising division. The field of sales management is represented by Professor H. H. Maynard, Ohio State University. Carl N. Schmalz, University of Michigan, is vice-president in charge of the retail and wholesale division.

Professor Nathaniel W. Barnes was re-elected secretary-treasurer of the group. J. L. Palmer, University of Chicago, was re-appointed assistant secretary.

The new directors, in addition to those mentioned above, are Dean Neil H. Borden, Harvard University; H. K. Nixon, Columbia University; W. D. Moriarty, University of Southern California; F. Santry Reed, Tulane University; R. S. Vaile, University of Minnesota, and Edmund D. McGarry, University of Buffalo.

The first day's meeting, held in conjunction with the American Economic Association, was a round-table discussion of chain-store and co-operative buying by retailers. The second day, Jean Carroll, director of the Bureau of Market Analysis, Meredith Publishing Company, led a discussion on the effect of the automobile on trade. Paul T. Cherington, director of research, J. Walter Thompson Company, Inc., also was a guest speaker.

W. Q. Bateman Promoted by Montgomery Ward

William Q. Bateman, for the last eight years manager of the Portland, Oreg., branch of Montgomery Ward & Company, has been appointed general manager of the retail department store division of that company. His headquarters will be at Chicago.

New Account for Bisberne Agency

The Futurist Company, Burlington, Wis., maker of women's pajamas and underwear, has placed its advertising account in charge of the Bisberne Advertising Company, Chicago advertising agency. Women's fashion magazines and direct mail are being used.

Glen Snyder, General Manager, "Wisconsin Agriculturist"

Glen Snyder, with the Standard Farm Papers, Inc., as advertising manager of the *Wisconsin Agriculturist*, Racine, Wis., has been made general manager of that publication.

58.8% of the homes of Free Press readers are owned by the occupants.

THIS in contrast to a general city average of 38% for home ownership.

ASIDE from any nice sentiments about this business of owning a home, it ought to be fairly obvious that the home owner is a better buyer, a more stable, intelligent citizen than those who flit from pillar to post and back to pillar again.

THROUGH its consistent promotion of better home-owning and home-keeping, The Detroit Free Press has kept very close to the "home fires," and has undoubtedly been no inconsiderable factor in building up the home-owning average of its readers.

THESE Free Press homes are worthy of your best in agate-line presentation about merchandise headed for home use and consumption in the Detroit market.

The Detroit Free Press

VERREE &

National

New York

Chicago

Detroit

CONKLIN, INC.

Representatives

San Francisco



Some Newly Registered Slogans

MIFFLIN CHEMICAL CORPORATION
PHILADELPHIA

Editor of PRINTERS' INK:

Will you kindly list in your files the following slogans which we are using at the present time?

"The National Rub-Down" used on our Mifflin Rubbing Alcohol. "The Ideal Antiseptic" used on our Mifflene.

Thanking you to give the above your prompt attention, we are

MIFFLIN CHEMICAL CORP.,
CHAS. M. SCHWARTZ,
General Manager.

D'ARCY ADVERTISING COMPANY
ST. LOUIS, MO.

Editor of PRINTERS' INK:

May we ask that you register the following slogans used by the Western Cartridge Company?

"World's Champion Ammunition."

"Choice of Champions."

"Out-Sells Because It Out-Shoots."

"When you get a Shot, You get a duck—with SuperX."

We would also like to know if any of these slogans have been previously registered by any ammunition company, as we believe that such is not the case.

The slogans listed have been used in the advertisements of the Western Cartridge Company and we take this means of registering them.

D'ARCY ADVERTISING COMPANY.

XLNT SPANISH FOOD COMPANY
LOS ANGELES, CALIF.

Editor of PRINTERS' INK:

Would you mind placing the following slogan in your files:

"There's something real in a Spanish meal."

If we have duplicated anyone's slogan by using this will you please let us know?

XLNT SPANISH FOOD COMPANY,
W. M. BLACKBURN.

KIRGAN'S ARCADIA FARMS, INC.
CINCINNATI, OHIO

Editor of PRINTERS' INK:

We would like to register in your clearing house of slogans the phrase used with Arcadia Farm Products, "Deliciously Home-y."

KIRGAN'S ARCADIA FARMS, INC.
L. E. WHITE.

WM. B. REMINGTON, INC.
SPRINGFIELD, MASS.

Editor of PRINTERS' INK:

Thank you very much for your kind letter relative to the slogan "Built to Sustain a Reputation."

This slogan will be used by our client, The Handy Chair and Table Company, of this city, in all of their advertisements and we will appreciate your kindness in registering it in your clearing house.

WM. B. REMINGTON, INC.

LOUIS H. FROHMAN
NEW YORK

Editor of PRINTERS' INK:

I would like to register with you the following slogans, on behalf of our client, The Liquidometer Corporation:

"Always on the Level."

"Safeguards Liquid Assets."

LOUIS H. FROHMAN.

JOHN FALKNER ARNDT & COMPANY
PHILADELPHIA

Editor of PRINTERS' INK:

We should like to record the slogan of our client the R. H. Hood Company of Philadelphia in your slogan file. It is:

"If It's Hood, It's Good."

Thanking you for including this in your slogan clearing house, we are

JOHN FALKNER ARNDT & COMPANY.

THE number of slogans registered in the PRINTERS' INK Clearing House of Advertised Phrases is now nearing 5,500. As the list grows we are able to offer more efficient service in aiding manufacturers and advertising agents to determine if particular slogans have ever been used. This service of registering and searching for slogans is offered without charge.—[Ed. PRINTERS' INK.]

Campaign Planned for Southern Home-Cooked Foods

Dixie Foods, Inc., New York, has appointed the Louis H. Frohman Advertising Agency, New York, to direct an advertising campaign for its Southern foods, prepared in actual Virginia home kitchens and also for Smithfield hams. Magazines and direct mail will be used.

Cambridge, Mass., "Journal" Starts Publication

Frederick W. Enwright, publisher of the Lynn, Mass., *Telegram-News* has started publication of an evening newspaper at Cambridge, Mass., under the name of the *Cambridge Evening Journal*. Samuel F. Smith is business manager.

New York Produce Exchange Appoints Frank Kiernan

The New York Produce Exchange has appointed Frank Kiernan & Company, advertising agency of that city, to direct the advertising of its new securities market. Newspapers will be used.

D. J. Wellenkamp with Illinois Life Insurance

D. J. Wellenkamp has been made director of public relations of the Illinois Life Insurance Company, Chicago, in charge of advertising.

STUFFING SECTIONS OF THE SUNDAY NEWS . . .

Four of these stuffing machines are installed in the Mailing Room of The Birmingham News for the more speedy preparation of the paper for delivery. These machines are capable of stuffing 25,000 eight section papers an hour . . . complete, ready for delivery. They represent an investment of over \$40,000, and enable press time on all editions to be held over until the last minute—assuring the very latest "hot" news in every edition—and assuring well timed, speedier delivery . . . and every paper a complete one, for when a section is missed, the machine stops. This is another of the many great features that are designed to give readers and advertisers of The News and Age-Herald the newest in newspaper service.

The Birmingham News

AND **AGE-HERALD**

The South's Greatest Newspaper

EVENING

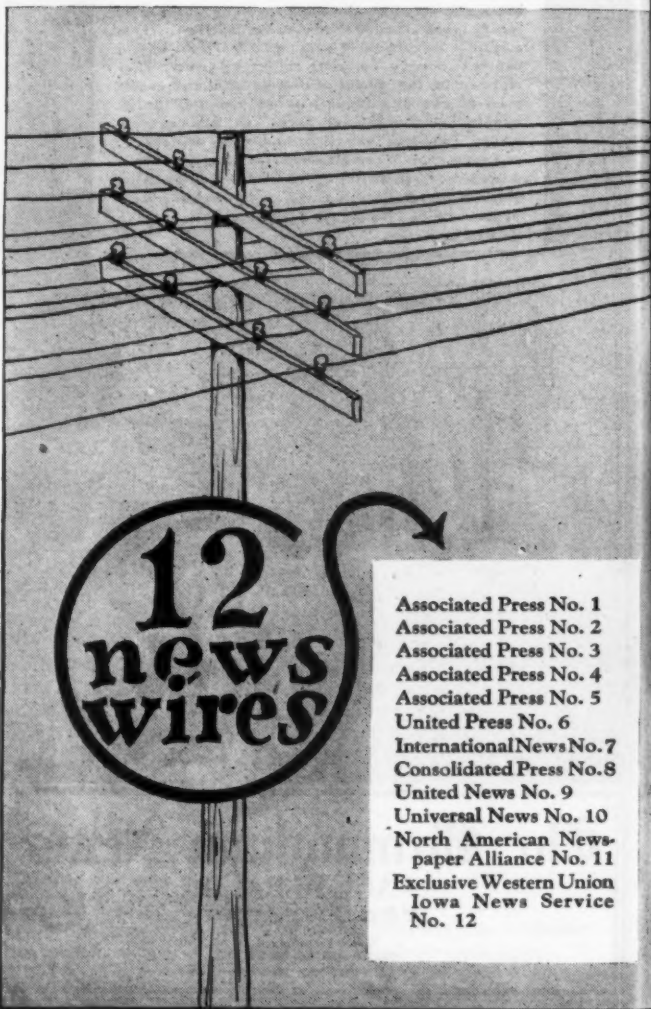
SUNDAY

MORNING

National Representatives
KELLY-SMITH COMPANY

New York—Chicago—Boston—Philadelphia—Atlanta

Every important telegraphi service supplies news to Th Des Moines Register and Tribun



**12
news
wires**

- Associated Press No. 1
- Associated Press No. 2
- Associated Press No. 3
- Associated Press No. 4
- Associated Press No. 5
- United Press No. 6
- International News No. 7
- Consolidated Press No. 8
- United News No. 9
- Universal News No. 10
- North American News-
paper Alliance No. 11
- Exclusive Western Union
Iowa News Service
No. 12

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ibun

1
2
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4
5
o.7
o.8
10
ws-
11
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ice



The Des Moines Register and Tribune

has more than

25,000 daily circulation . . . 99% in Iowa



there is
go-ahead these
days to the
circulation of
the Morning
New York
American -
at three cents
a copy in a
two-cent
morning field

Does the Public Like a Fight?

Tide Water and Standard Oil Campaigns Bring Up Old Question

By Roy Dickinson

THE Tide Water Oil Company sells a gasoline tinted green so that the motorist can recognize it when he drives up to the filling station. The Standard Oil Company of New York also sells gasoline, and has one brand which is tinted red to distinguish it from regular Socony. The motorist who writes these words of comment has paid for both Hi-test Tydol and Socony Special, because he is attracted by bright colors and because he likes to try these anti-knock gasolines once in a while anyway.

They both seem to act well in the Buick which drags the family up hills and across level stretches of concrete. What follows, therefore, is unprejudiced, and consists merely of words of inquiry and comment from an innocent bystander. For these two companies have entered into a real advertising battle in the New York market, and the end is not yet in sight. It brings up the old question again—whether the public enjoys a good battle in print, and whether the sales of both premium gasolines will be aided by the decidedly hot copy which has begun to develop.

Some recent blows in the battle have undoubtedly been attracting wide attention. On last Thursday, for example, the Standard Oil Company took large newspaper space to show a man caught in a giant spider web. Various strands of the web were described as "tinted gasoline," "bargain gasoline," "super this and that" and

other designations as shown in the illustration herewith. The copy went on to explain that the figure in the web was the "poor motorist," who was described as being caught in a web of conflicting and exaggerated claims. It said that no wild claims had been made for

What IS a Man to believe about Gasoline?

SOCONY

GASOLINE and SPECIAL GASOLINE

STANDARD OIL COMPANY OF NEW YORK

This is the Newspaper Advertisement Socony Tried to Show the "Poor Motorist" in the Web

Socony, and that the company knew that the claims made "for so-called anti-knock gasolines that come in so many dizzy colors cannot be proved." If the reader wanted a premium gasoline that cost more and was worth more, he was urged to try Socony Special, which was "colored red only to distinguish it from regular Socony." "Incidentally," the copy said, "Socony continues to outsell all other brands two to one."

This heavy body blow swung in

the direction of Tydol was countered on Saturday with big newspaper copy, in which the makers of Tydol adapted the fighting style of their opponents.

The same spider web form was used, but instead of a man caught in a web, the Tydol pump was featured, and what were the strands in the other copy, became roads leading to the pump.

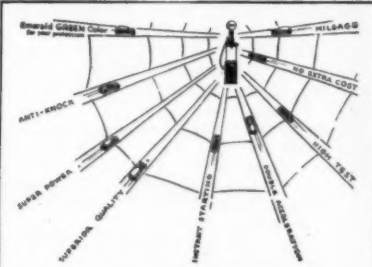
In the same style as the Standard Oil advertisement the lettering featured talking points such as "emerald green for your protection," "super power," "instant starting," and the car which had approached nearest the pump was shown speeding down the road of "no extra cost." The copy featured this low-cost talking point most prominently in the text below the illustration, although "flashing liveliness," "extra power" and others were also used.

And so the public awaits the next thrust or parry. What is Standard Oil going to say to counter that oft-repeated "without any extra cost"? What answer, if any, will Tydol make to the accusation of "wild claims"?

Or does the public disapprove of all such advertising battles and become bored at technical claims of superiority, distrustful of all colored gasolines, for example, when both sides make thrusts and counter thrusts? It is impossible to speak for the public, for they speak for themselves with their dollars or the withholding of them. But, speaking personally as an observer, I have always been interested in advertising battles and in observing their effect on sales. I think I have discovered one thing about them which is similar to other fights.

There was, for example, a man who ran a filling station down in Suffolk, Va., in the heart of the peanut country. The company from which he had long purchased

his gasoline opened its own filling station in his town. Elliot, the little man against the big company, began a series of friendly advertisements, with a wallop in each for his big adversary. They were friendly and local in flavor but directed at the forehead of the Go-



Why all roads lead to the TYDOL pump

Hi-test TYDOL

High Test, Anti-Knock, Super Power... at no extra cost

MADE BY THE MANUFACTURERS OF TYDOL MOTOR OIL... THE OIL USED IN THE GRAY SUPERIOR

**Tydol Countered with a Similar Advertisement
Adapting the Fighting Style of Its Opponent**

liath who, he thought, was after him.

Addressing the president of the company by his first name, Elliot said: "We have paid you too darn much money during the past few years to have you come along and take the business away from us now." In other advertisements he opened his books to his fellow townsmen and showed just how much he had paid to the big company for gas and oil and what his profit had been each year. A banker, a manufacturer and a newspaper publisher all took the trouble to cut those advertisements and send them to me. Elliot's sales took a big jump. His fellow townsmen liked to watch a good fight and all were on the side of

More Than
200,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesman in the West"

4¢ DAILY

JANUARY 3, 1929

10¢ SUNDAY

PASSAGE OF BOULDER CANYON DAM BILL EXAMINER VICTORY

7-YEAR BATTLE LED

BY L. A. NEWSPAPER

LEADING a militant battle on behalf of the Boulder Dam Bill, The Los Angeles Examiner saw its efforts crowned with victory on December 14, when the Senate, by a vote of 64 to 11, passed the measure with slight changes over the Bill as previously passed by the House.

Examiner Influence

It was a victory not only for The Examiner, but the other Hearst newspapers that had fought shoulder to shoulder with it, since this paper first advocated such a measure seven years ago. Also, it was a victory for Southern California, destined, now, to go on to greater heights than ever.

The \$165,000,000 project will impound 26,000,000 acre feet of water and develop a million horsepower. Southern California leaders in every walk of life hail it as a final assurance of the future greatness of the Pacific Southwest. Millions of acres will be reclaimed to agriculture; deserts will bloom; industries will thrive on the cheap hydro-electric power; plentiful water will be provided for an ever-increasing population for years to come.

Sales Opportunity

There was never a better time than right now for manufacturers of meritorious merchandise to begin entrenching themselves in this market, already supreme in per capita purchasing power in America, destined to enter an even brighter era of swelling population and increased prosperity.

Music Leader



"Why I Read and Like The Los Angeles Examiner"

"FOR years I have been a daily reader of The Examiner. On Sunday my husband looks first for the magazine section of the paper while I concentrate on the society section. Then we both read the paper from cover to cover, as it were. In my busy daily life, I find The Examiner easy to read, and I look upon it as my shortest cut to world activities. I read society and clubs first, and then start all over on page 1 with Arthur Brisbane leading, and thence down to the stock markets. I might add that to achieve a complete perusal of The Examiner daily means to know all about European politics, the latest in Paris news, and, in short, to keep pace with the world."

Mrs. Caroline Smith is Manager of the Los Angeles Philharmonic Symphony Orchestra, and is socially prominent.

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people
Member of International News Service and Universal Service
Member of Associated Press
Member of A. B. C.

the little man against the big corporation. Just like a fight in the street.

Again, there was a maker of shingles up in Canada who became annoyed at some of the advertising done by the patented roofing people which harped on the fire hazard. He did some skilful boxing in print, used the local pride motif, and doubled his sales in one year.

Again like a street fight.

There are numerous other instances which might be cited to verify the thought.

A truck driver, for example, bumps into and bends severely the rear mud-guard of Mrs. De Peyster's car. The lady's chauffeur is much annoyed, gets down from his driver's seat and engages the truck driver in hot conversation and skilful repartee.

A crowd quickly gathers. Its members display lively interest. The truck driver leads a right for the jaw—it is countered. More interest by the crowd. Interest sustained as long as the boxing is skilful.

But let the driver or the chauffeur begin to kick, gouge or fight unfairly and someone stops an interesting affair.

In my opinion, the same thought applies to advertising battles. An interesting and skilful one, like that now going on between Tide Water and Standard, attracts, at least for a time, the public which likes a good fight. In that respect the advertising fight which is open and above board is different from the mere knocking campaign which might be compared to a bad blow in a good street fight, or a man sitting on another and banging his head against the curb.

So long as the two gasoline companies keep to the present high level and the blows are skilful, the campaign is going to interest me, and, I think, other motorists.

Arthur Brisbane, in commenting on the same battle in his column, speaks for an important portion of those who mold public opinion when he heads this particular fight "One really good war," and quotes the late Joseph Pulitzer as saying that the only sensible war is a war of advertising.

Then he says "the advertising is well prepared on both sides and newspaper publishers approve the war."

Well, it's a good fight so far, anyway.

Rembrandt Gravure Corporation Organized

The Rembrandt Gravure Corporation, printing from copper etchings, has been organized at New York. Officers of the company are as follows: President, R. S. Spitaleri, formerly general manager of the American Multicolor Corporation; vice-president, Paul F. Frasse, Jr., formerly of the New York Times, and the Elco Gelatone Publishing Corporation; secretary, Max Krasko, formerly with the Wyanoke Publishing Corporation and the Elco company; and treasurer, I. M. Graubard, also formerly with the Elco Gelatone Publishing Corporation.

J. Walter Thompson Company Elects

The following have been elected vice-presidents of the J. Walter Thompson Company, Inc.: Lloyd W. Baillie, William L. Day, William Cole Esty II, William G. Palmer, Frederick O. Perkins and John U. Reber, of New York, and Milton J. Blair and James D. Woolf, of Chicago. Howard Kohl, of New York, has been elected secretary to succeed Mr. Woolf, who formerly held that office.

Death of Edwin S. Bayer

Edwin S. Bayer, president of Julius Kayser & Company, Inc., manufacturer of silk hosiery and underwear, died recently at New York at the age of fifty-nine. He was the son-in-law of the late Julius Kayser, founder of the firm, and became a partner of the former Julius Kayser & Company in 1896, succeeding to the presidency of the present company on the death of Mr. Kayser in 1920.

Appoint H. Sumner Sternberg & Warren Kelly

The Marinello Company, New York, and its subsidiaries, Inecto, Incorporated, National School of Cosmeticians and the General Permanent Waving Corporation, have appointed H. Sumner Sternberg & Warren Kelly Advertising Agency, New York, to direct their advertising accounts.

George Divert Advanced by Lambert & Feasley

George Divert, who recently joined Lambert & Feasley, Inc., advertising agency, New York, as a space buyer, has in addition been made general manager. He was formerly space buyer for Young & Rubicam, Inc., at that city.

One of the 311 Exclusive Accounts CREAM OF WHEAT



Another of the 311 Nationally Advertised Products that used The Examiner exclusively to cover San Francisco during the first 10 months of 1928, is Cream of Wheat.

The excellent quality of this product and the skill with which it is advertised have brought it into practically universal use in homes of every class. When a single newspaper can bring Cream of Wheat and 310 other exclusive accounts advertising results in a market the size of San Francisco, that newspaper must show exceptional coverage.



San Francisco Examiner

Monarch of the Dailies

One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

Member International News Service and Universal Service

Member of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
Hearst Bldg.
CHICAGO

Jan. 3, 1929

J. R. Hamilton Advertising Agency
180 North Michigan Avenue
Chicago

December 10, 1928

Mr. J. E. Byrnes,
333 N. Michigan Ave.,
Chicago, Ill.

Dear Sir:

Had we realized the market significance of True Story when you first brought the magazine to our attention some time ago in behalf of our client, the Thompson Malted Milk Company, you may be sure that we would not have delayed including you in our schedule until this date!

Candidly, it seemed unbelievable to us that the list of magazines we have been using should have failed to give appreciable coverage among True Story's 2,000,000 readers.

Of course, after analyzing your editorial technique, it was apparent why other magazines should not duplicate True Story's field. You have hit upon a journalistic keynote, here, that yields prospects whom we can reach through no list of major magazines.

Now, we feel, True Story has given us truly "national" coverage.

Very truly yours,
J. R. Hamilton Advertising Agency

T. Brown
Vice-President

Now,
Thompson's
Joins
Borden
Carnation
Jello-O
None-Such
Post
Fleischmann
Mazola
Lint
Lux
and
others
who have
made a
\$500,000
venue
True Story
28.

TR:WH

WRITTEN BY THE ADVERTISER FOR THOMPSON'S MALTED MILK.

HU! we realized the market should-
ness of True Story when you first
brought the magazine to our attention
something ago in behalf of our client, the
Thompson Malted Milk Company. You
may be sure that we would not have de-
layed including you in our schedule until
this date!

Candidly, it seemed unbelievable to us
that the list of magazines we have been
using should have failed to give appropriate
coverage among True Story's 2,000,000
readers.

Of course, after analyzing your editorial
technique, it was apparent why other
magazines should not duplicate True
Story's field. You have hit upon a journal-
istic technique here, that holds prospects
whom we can reach through no list of
major magazines.

Now, we feel True Story has given us truly
"national" coverage.

J. H. HAMILTON
ADVERTISING AGENCY

*Every manufacturer,
Every sales manager,
Every space buyer*

looking for greater
sales possibilities
in 1929

Will be interested in

The **BOOTH NEWSPAPER AREA**
ONE OF AMERICA'S 15 LEADING MARKETS

And These

Eight Booth Newspapers

Grand Rapids Press

Saginaw Daily News

Flint Daily Journal

Kalamazoo Gazette

Jackson Citizen Patriot

Muskegon Chronicle

Bay City Daily Times

Ann Arbor Daily News

*Write for a copy of the MICHIGAN MARKET
or for any information desired*

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Central Office, 2500 Buhl Bldg., Detroit, or any newspaper listed

Why Not Use Teaspoons Instead of Steam Shovels?

A Reply to President Green of the American Federation of Labor Who Sees Dangers in Modern Machinery

By George I. Schreiber

Executive Secretary, Associated Druggists of New Jersey

IT was with more than usual interest that I read the editorial, "Speaking of Scrap Heaps," in the December 6 issue of *PRINTERS' INK*.

My father, before his health broke down, was one of the leaders in the labor movement and when I was a youngster he was very friendly with Messrs. Gompers, Debs, Barondess and others who eventually became the outstanding leaders among the laboring men of this country.

I naturally believed in a great many of my father's views but there were some to which I could not subscribe and we had many a friendly argument on the various subjects so dear to the workingmen in those days. I can remember that the workingmen in those days were afraid of what machinery would do toward depriving them of their livelihood, but somehow or other I could not see this viewpoint and the very thing that you criticized as the only weak spot in President Green's speech was the cause of many controversies between my father and myself. I could never convince him that I was right until one day, quite by accident, I overheard a conversation between two men who were watching the excavation for a foundation for some big building in New York.

I had stopped to watch the operation of a big steam shovel which, at that time, was only just commencing to be used for this kind of work, and in front of me was an old Irishman, who was evidently a laborer, and next to him was some man that I decided afterward was connected with the building operations. The Irishman turned to this individual and said bitterly: "You see what that steam

shovel is doing, taking the bread out of many a man's mouth. Just think how many men would have a job if instead of using a steam shovel they would dig the foundation with a regular shovel." The man looked at the Irishman and said: "You're right, Pat, you're certainly right. But just think how many more men they could use if they dug it with teaspoons." The old Irishman was evidently overcome by the reply for without saying another word he walked sadly away.

I remember well when I told the story to my father what the reaction was. Like a flash it brought home, very vividly, the ridiculousness of his contentions regarding machinery because he could readily see that the cost of digging a foundation with teaspoons would be so tremendous that no one could afford to put up any buildings.

Having listened, in my boyhood days, to my father and the men he came in contact with, my sympathies have naturally been with the workingmen and I have always followed with a great deal of interest their fight for better conditions and have come to believe with the rest of the country that the increased purchasing power of the laboring men has been a mighty good thing for this country. While I have a great admiration for President Green, who deserves credit for his sagacity and level headedness, I have one grievance against him which is this: While President Green believes in increased purchasing power for the laboring man he is constantly working against increasing the purchasing power of the small business man.

Some time ago when a Con-

gressional committee was conducting a hearing on the Capper-Kelly Bill, which is intended to make contracts legal between manufacturers and their distributors so that the prices of advertised merchandise could be standardized, President Green in the name of the American Federation of Labor opposed the passage of such a bill as he said it would increase the living expenses of workingmen.

In making this statement Mr. Green was guilty of not practicing what he preaches. To the employers of the country he preaches the gospel that when they reduce the wages of the workingman they reduce his purchasing power and thus they prevent the workingmen from having money enough to purchase the products which their employers are manufacturing. But when the small merchant, whose purchasing power is being reduced through the growth of the big department and chain stores, is trying to accomplish the same results, the very man who should be ready to help, uses all his power to oppose. If the theory is sound that the increased purchasing power of the workingmen is the cause of the prosperity of this country, then it is certainly just as important that the small merchant's purchasing power be increased.

I am not surprised that the members of the Consumers' League of America can be hoodwinked into assisting the opponents of the Capper-Kelly Bill, but I am surprised that a man like President Green can be fooled into believing that the workingmen of this country would suffer if the purchasing power of the small retail merchant is increased.

Mr. Green has it in his power to help the small merchant, and if he is inclined to be consistent, he should not hesitate to use this power to assist in the passage of the Capper-Kelly Bill. By doing this he will increase their purchasing power and thus they, in turn, will be able to spend more money which will, of course, create more jobs and more prosperity for the workingmen. This can be done at such a very slight increase

in the cost of living for each individual that no one will ever notice it.

Take for example the drug business with which I am quite familiar. According to an analysis made by the Marketing Division of the International Magazine Company the total annual expenditures in drug stores throughout the United States was \$1,250,000,000. The average expenditure per person in the United States, therefore, amounted to only \$10.82 a year. Let us say, for example, that through the passage of the Capper-Kelly Bill the druggists of this country should be able to increase their sales 20 per cent. This would immediately increase the purchasing power of 55,000 men to the tidy sum of \$250,000,000.

According to the above statistics the average expenditure per person in a drug store is \$10.82. A 20 per cent increase would cost every person only 18 cents a month. Is there a man, woman or child in the whole country who would ever feel the results of an increase in their living cost of such a small sum? The question answers itself. There is absolutely no reason in the world why President Green or the American Federation of Labor should oppose the passage of the Capper-Kelly Bill. By doing this they are not only helping to reduce the purchasing power of 55,000 druggists but they are playing into the hands of big business, which is utilizing advertised merchandise to put the little merchant out of business.

I can well remember how some of my friends in the banking business opposed the Federal Reserve Bill while it was up for discussion in Congress. Some of them were very bitter in their opposition and one of my friends said that the best thing that could happen for the United States would be if President Wilson dropped dead. Yet where is the banker today who would like to see the Federal Reserve Bill repealed? I predict that the same thing will happen if the Capper-Kelly Bill is passed. Its most bitter opponents will be its biggest boosters.

Unmistakable!

Los Angeles Times is *definitely* a morning newspaper.

Its circulation is *definitely* home-delivered.

It serves and covers the *definite* Los Angeles market.

It has a definite editorial policy.

By being *definite* as to policy, field, and hours of distribution, Los Angeles Times has achieved the reward that always goes to one who knows his job and does it. It has a greater number of subscribers, and carries a greater volume of advertising, than any other Pacific Coast newspaper.

Los Angeles Times

Eastern Representative:

Williams, Lawrence & Cramer Co.
300 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representative:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

Another Retailer Knocks the Hired Investigator

He Believes They Harm Retail Sales Forces More Than Any Other One Thing

By Elmer Brandell

*Of Herman Straus & Sons Co., Louisville, Ky.

THE article, "Why I Didn't Sell Your Investigator a Razor When He Bought Blades,"* by F. Page Seibert, druggist of Philadelphia, prompts this reply. I wish to congratulate that writer upon his soundness of opinion, not because it is similar to my own, but because it is the consensus of many business men of today. I personally believe that more harm is done to the average retail sales force by our modern investigators than by any other entity, leak or service.

In the department store business we have the services of various local merchants' investigation committees. Once a month the hired robots come to shop. They carry chips on their shoulders. They tax the patience of the clerks with asinine questions; they weary the clerks with impatience. They snap at the clerks and show stupidity or intelligence, in turn, to test the mentality and loyalty of the clerks. In short, these hired investigators represent the unusual, the weird, the bizarre and what-have-you customer. Experienced clerks know in a few minutes if their customer is a shopper. Many of the old timers who once jumped counters to serve the public, recognize shoppers as they enter the department and pass along the recognition.

Under present conditions the new clerks get into trouble. Not discerning the professional shopping complex in her customer, she will try to please and wonders how many customers are like the one confronting her. The old clerks know their parties.

A report issues from the investigator's office showing the inefficiencies of the new clerk and playing a bright light on the excellent sales

qualities of the old clerk. The new clerk at our store is called to the superintendent's office, where he or she is pleasantly told of the shortcomings. The old clerk is shown the report of the investigator. The salesman reads it and languidly replies, "What a lot of hooey!" However, in some stores clerks, some of them competent clerks, are discharged or severely censored on the reports of the professional investigators.

None of the reports is fair from the start of the ridiculous affair. The new clerk is taken at a disadvantage, for which she is reprimanded and the old clerk, knowing his business, fawns over the investigator, displays more merchandise than he would to the ordinary customer, recalls every iota of information and knowledge he has of the merchandise being discussed and slaps himself on the back when the investigator leaves the department. A report must be made and the investigator cannot bring back too many glowing reports; to do this would be to jeopardize her or his position. Consequently merchants who understand these reports pay little or no attention to them. Further, selling is not a memorized, stereotyped matter as is professional shopping. Every customer must be handled differently, and a clerk cannot suggest merchandise to every customer.

Lumber Association Accounts to Stevens Agency

The Louisiana Red Cypress Bureau, New Orleans, and the Northern Hemlock & Hardwood Manufacturers Association, Oshkosh, Wis., have appointed the Jewell F. Stevens Company, Chicago advertising agency, to handle their advertising accounts. Newspapers, farm papers, magazines and business papers will be used.

*PRINTERS' INK, Nov. 15, 1928, page 25.

An Esteemed Contemporary

Points Out the Importance of the
Boston Evening American's
Trading-Territory Coverage

square mile, including thus sixteen cities and thirty-three towns.

Now the business men of Boston have studied the conditions under which they operate and with the map of New England before them they are able quite definitely to classify their trade among customers in an every-day area, a once-or-twice-a-week area, a once-or-twice-a-month area, and a once-at-least-a-year area, respectively. For the delimitation of the first area they would start on the coast at Rockport and run their line to Nashua, down through Fitchburg and Worcester to Fall River, and thence across to Plymouth. In this transportation zone any person may easily come in and go back every day; it is only an hour's ride. And the total of populations is—3,000,000!

The second area would start at Kennebunk, run west to Concord, then down through Win-

*Photographed from an editorial in a
Boston newspaper of November 30, 1928*

In the zone thus painstakingly described, and in every zone mentioned in the editorial, the American has more circulation than any other Boston evening newspaper or than either of the two compulsory combinations of morning and evening newspapers—including the above-quoted contemporary.

BOSTON EVENING AMERICAN

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS
READ BY MORE THAN 20,000,000 PEOPLE

Largest Evening Circulation in New England

E. M. BURKE AND ASSOCIATES, INC.

National Advertising Representatives

New York

Boston

Chicago

Detroit

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

Private Madison 0880.
Private Stinson, quick machine.
Private Stinson, 2nd W.
Private Dance Stinson, 2nd W.
Private lessons day or night

PATENT

MASSAGE

TUNING

MOVING

RISK

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173)
180)

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PORCH-FR.
READY &
4 BEDROOM
HARDWOOD
UP TO
\$500 C.
T.

SPECIAL OFFER
 ONLY \$25 DOWN
 \$10 WEEKLY
 Exceptionally attractive daylight
 porch-front homes.
 2707 WILKENS AVE.
 924 BRUNSWICK ST.
 943 BRUNSWICK ST.
 rooms and bath, gas and electricity.
 Hardwood floors, steam heat
 will rent for \$34 per month.
 CLEMAN, Builder
 550 Y
 Calvert 2337

550
Y NEW
FLIGHT HOME
20 W AVE
LED BATH
STEAM HE
KITCHEN
EQUIRE
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 has, full Roman (inlaid)
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Phone Title Gu

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Plaza J.	
5280	\$11.00
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R. E.—SA

BARGAINS NO CASH. Terms
 Forest Park, Modern, Daylight, Hardwood
 Park Hts., Palmer ave. 2100 N. H
 (k Hts.) Woodland. 4820: 3303
 (Vedene) 2303 110
 (ATH CO)

1

617 \$7.00
2 rooms. 2 baths.
LAUGHY & CO., INC.

\$65 G. R.
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Bonaparte

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GILMOR 54
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heat, tiled bat.
calor:

RENT (32)
Like Rent
Flora
Wilton

100

For the First 11 Months
of 1928

3 out of every 4

Classified Ads

Appearing in Baltimore Papers

Were Carried by

THE SUNPAPERS

NOVEMBER CIRCULATION

Daily (M. & E.) 297,017



THE

SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
City Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

GUY S. OSBORN
360 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta, Ga.

ANNESLIE
631 MURDOCK
CASH
\$300
Bungalow
dining
room
\$4.50

5212 Cuthbert
Between Bel
B. J. F
113 W. Strat
Between Bel

—Even Better in 1929

That's **THE DAIRY FARMER** spirit as the new year rings in. Its editorial content will be in keeping with the class of people it serves —**DAIRYMEN**, the nation's "Preferred Group" of farm buyers.

In appearance, illustrations, editorial content and make-up, it will continue to merit the confidence of the quarter million dairy farm families who look to it as their business guide.

The January issue represents a step forward to meet the ever increasing demands of this growing dairy industry.

THE DAIRY FARMER

One of the Meredith Publications

Getting Dealers to Use Your Sales Ideas

How The Permutit Company Makes Sure That Its Direct-Mail Co-operation Will Be Accepted and Used by Its Dealers

By Albert Tate Smith

Manager of Sales, The Permutit Co.

JUST a year ago one of our salesmen walked into the shop of a well-known plumber in Lancaster, Ohio. The plumber greeted him with a frown.

"Say, this Permutit water-softener business is a flop with me," he said. "I don't see how I'm going to make any money out of it."

The salesman had come to town just for the purpose of hearing this dealer complain, so he encouraged him to detail his grievances against Permutit. The product was too technical, the dealer said. People couldn't understand it; they didn't see the need for soft water; many of them didn't know the difference between hard water and soft water. By skilful questioning the salesman drew him out, found out that he had made only desultory attempts to build a mailing list and to canvass it thoroughly, and that in general he was not developing his territory in a way to make sales. Having discovered what the trouble was—and it was the usual trouble of most dealers—he was in a position to help him with a sales plan that we have worked out and found successful.

It must not be assumed that this dealer was incompetent, or that we had made a mistake in selecting him to handle our water-softening apparatus. That would indicate a fundamental weakness in our plan of selling. In nothing do we use more meticulous care than in the selection of these dealers. They are truly "hand-picked." Our salesmen do not select dealers for the household Permutit water-soften-

ing apparatus—they only nominate them, and they do that only after the most thorough investigation that they are able to make of the dealer's capabilities. We require that a complete report be sent in for our inspection. This report must include business references and personal references. Our

check of these references must disclose that the plumber, or hardware dealer, or whatever he is, has an unquestioned standing in his community. His credit rating must be first class.

But that is not all. We require from our salesmen a statement of the prospective dealer's sales activities, as

reflected in the condition of his own business. If he is not alive to the possibilities of organized and persistent sales plans for developing new business, we are not interested in him. Having found him to measure up to our requirements, we approve him as an agent for Permutit.

At the disposal of every one of our dealers is the experience of our company in selling this highly specialized product. We have a plan which is definite and logical, and which we have worked out in great detail. However, we do not force it upon the dealer. We know from experience that every man has his own notions of selling and that if we force our plan down his throat, he is always going to have a subconscious thought that he could have done better by following his own ideas. Such an impression on the part of a dealer is not conducive to the best re-

"HOW can we get dealers to do more than merely stock our line?"

The answer to that question starts with the selection of "gilt-edge" dealers. It then runs the whole gamut of merchandising procedure.

In this article, Permutit's solution to this problem—a problem by the way that exists in almost every field—is succinctly described.

sults, so we prefer to let him convince himself that our selling method is a sound one. This we do by encouraging him to go ahead with his own ideas. If they work out, well and good. If they do not—and as a rule they do not—he is in a very receptive frame of mind toward our plan, and a brief trial of it invariably wins his enthusiastic approval.

What is our plan? It is not so much unique or original as it is thorough. First of all, we require a dealer to stock one household water-softener apparatus. We could give it to him, but if we make him pay for it he will attach more value to it. Therefore we sell it to him at about cost, and on very easy terms. He installs the apparatus in his store, ready for demonstration to his customers. In Ohio, where the dealer I referred to is located, the water supply is very hard; the women in that part of the country know the difficulties of laundering, and of shampooing their hair in hard water. When they visit the store, at the dealer's invitation or by accident, they are asked to wash their hands, first in the hard water that comes from the faucets, and then in the soft or Zerowater that results when the local water is passed through Permutit. The comparison is so striking that the prospect really sells herself the apparatus.

The main thing is to attract the attention of the prospect to the water-softening idea. How is the dealer to do it? We require him to compile a mailing list of live prospects. No phone book lists, or second hand lists. The names must be ones he can guarantee—names of people he has done work for, people building homes, and others who logically belong on a list that is to be intensively canvassed. Furthermore, the list must be type-written. We deliberately make the thing hard for him, so that it will require some thought and the expenditure of some energy. That enhances its importance in his eyes.

When he has submitted his list to us, we prepare three letters, to be sent out at intervals of one

week, individually addressed to the prospects on the list. Each letter is done in a different color, and with them, as enclosures, we send attractive and entertaining booklets, printed in colors. The letter booklets and addressing we supply free to the dealer. All he has to do is to pay for the stamps and mail the letters, so they will bear the postmark of his own town. One letter in each batch is addressed to our advertising manager, so that we have a check on the actual mailings.

Within a reasonable time after the first letter goes out, the dealer must canvass every person on the list by a personal call, and he must report to us the results of his calls. That insures a genuine canvass. On account of his work many of these calls must be made at night, which gives him a chance to sell the home owner and his wife at the same time.

We advise him on the sales appeals that we have tried and found effective. The utility-economy appeal that we use in selling our large industrial water-rectifiers to textile mills, laundries, boiler plants, etc., we find to be equally good with the householder. To the man of the house the dealer talks about the saving of pipes and boilers by eliminating scale deposits. To the woman he talks about the advantages of soft water, what we call Zerowater, for laundering, shampooing, dish-washing, and other household uses. Another strong appeal lies in nationally advertised merchandise, in the manufacture of which Permutit is used, such as Van Camp's foods, Hole-proof hosiery, Moon Glo silks, Dove lingerie and Van Heusen collars.

How Deliveries Are Handled

A further co-operation that we give the dealer is in the matter of deliveries. Naturally, he must be in a position to promise reasonably prompt deliveries. There are two ways of handling this matter. If the dealer is unusually sound, we will consign a number of water-softeners to him. Otherwise we store them in a public warehouse

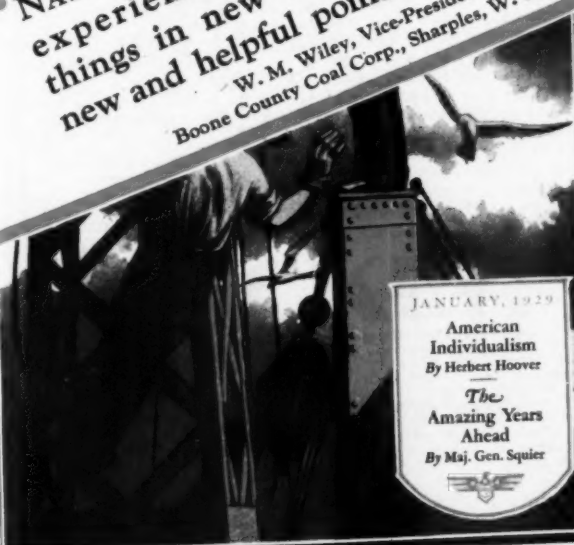
NATION'S BUSINESS



Mr. W. M. Wiley, V. Pres.
Boone County Coal Corp.,
Sharples, W. Va.
325378MarJC

“NATION'S BUSINESS gives one the experience of men who do things in new ways and have new and helpful points of view.”

W. M. Wiley, Vice-President
Boone County Coal Corp., Sharples, W. Va.



JANUARY, 1929

American Individualism
By Herbert Hoover

The Amazing Years Ahead
By Maj. Gen. Squier



ndled

that we matter of must be reasonably are two tter. If und, we f water-wise we arehouse

within his reach, from which he can draw as sales are made.

The dealer plan is not, of course, practicable for selling water-softeners to country homes and others too widely scattered for dealer canvasses. These we reach through advertising in class publications. Prospects contacted through such advertising are asked to make out a data sheet we send them, which, when filled out, gives us a clear picture of the particular water supply problem, the degree of hardness of the water, the location of tanks, if any, etc.

Summarized, our sales plan consists of seven elements: (1) Selection of "gilt-edge" dealers; (2) Installation of a water-softener for demonstrations; (3) Building the dealer's list of prospects; (4) Sending letters and booklets; (5) Personal follow-up of direct-mail advertising by the dealer; (6) Consignment or storage of a number of softeners to insure prompt deliveries; (7) Covering of isolated prospects by class advertising and direct-mail advertising.

The dealer, it will be seen, is the backbone of our plan. Our method of getting him to use our plan—giving him his head and allowing him to convince himself that we have a plan that is better than his own—has proved very satisfactory. The dealers who, like the one mentioned at the opening of this story, do not get the results they expect from their own methods, invariably end up enthusiastic about our plan and what is more, they get the business.

Elgin Clock Company Changes Name

A new company has been formed to take over the business formerly known as The Elgin Clock Company, Elgin, Ill., manufacturer of closed car accessories. The new company will be known as the Van Sicklen Corporation and will continue under the direction of one of the founders of the predecessor company, Norton H. Van Sicklen, Jr., who becomes president.

Appoints Fralick Bates & Alward

The Fulton, Mo., *Daily Sun-Gazette* has appointed Fralick, Bates & Alward, publishers' representatives, as its national advertising representatives.

Succeeds J. M. Woodman with "Mother's-Home Life"

James M. Woodman, president of the Mother's-Home Life Publishing Company and the Household Guest Publishing Company, Chicago, has sold his interests in these firms. He has been president and managing editor of *Mother's-Home Life* and *The Household Guest* since their incorporation. M. F. Hayes, in charge of the advertising department of both publications, succeeds Mr. Woodman as president. Mary McGovern is the new managing editor.

S. K. Smith Joins Eppley Hotel System

S. K. Smith, recently chairman of the advertising and publicity committee of the Salt Lake City, Nebr., Chamber of Commerce and promotion manager of the Newhouse hotel, has been made promotion manager of the Eppley chain of hotels, with headquarters at Omaha, Nebr.

Joins Springfield, Mass., Agency

H. M. Hardwick has joined the copy staff of Wm. B. Remington, Inc., Springfield, Mass., advertising agency. He was formerly with the Niagara Pigment Company as assistant sales manager and previously was with the Brock Specialty Company.

W. C. Harlow Buys Fowler Advertising Bureau

Ward C. Harlow, account executive of the Fowler Advertising Bureau, Buffalo, N. Y., has purchased that business from Benjamin Fowler, its owner, and will operate it under the name of the Harlow Advertising Agency.

A. R. Browne Joins Dankers and Mariett

A. Roy Brown has been made manager of the direct-advertising department of Dankers and Mariett, Los Angeles, printing and direct-mail advertising. He was formerly with Young & McCallister, of that city.

New Account for J. Jay Fuller Agency

The Kellogg Mann Company, Buffalo, manufacturer of K-M indicators, has placed its advertising account with the J. Jay Fuller Advertising Agency, of that city.

Seaman Paper Company Elects W. M. Pringle

Willard M. Pringle has been elected a vice-president of the Seaman Paper Company, New York. He will continue in charge of this company's Philadelphia office.



If you know Packer's interpretation of the word "Service", you will be interested in the fact that this same type of outdoor service is now available in fifteen states. Many of America's greatest advertisers are using it exclusively wherever possible.

PACKER ADVERTISING CORP.
Cleveland, Ohio


President

PACKER

THE LARGEST EXCLUSIVE OUTDOOR
OPERATING COMPANY IN THE WORLD



From ★The Chicago Evening American Market

Automobile advertisers in the Chicago Evening American are certain of contact with—

★ *The Chicago Evening American Market* is the term applied to the tabulated facts gathered in a survey made in Chicago by Emerson B. Knight, Inc., of Indianapolis, financed by this newspaper, but independently conducted. It is presented to advertisers and advertising agencies, at their offices, in graphic motion picture or chart form, with a supplementary book-presentation for extended study. Appointments for either presentation may be made directly with this newspaper, or through any of its offices or representatives.

Chicago Auto Show Issue La
MONDAY, JANUARY 28
Closes January 24

merket:

45%

of Chicago's car-owning families. Of all cars in Illinois 27% are owned in Chicago.

CHICAGO AMERICAN

A good newspaper

One of 28 Hearst Newspapers
read by over 20,000,000 people

Member International News Service, Universal Service and Audit Bureau of Circulations

**Largest Evening Circulation
in Chicago by Over
125,000**

When America *was in the gristle* The Boston Transcript *was born:*

Time has been kind to America—and the Boston Transcript—during the last century. Each growing greater—more useful—more prosperous as one year rolled into another.

Each continually solidifying its position, strengthening its character becoming more necessary to its time as it hardened into lusty, vigorous manhood.

The Transcript, now entering upon its centennial year, has developed traditions that insure that for the next century, as for the last, it will be the paper of Boston's best people.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Showmanship in the Factory

How Are Consumers, Dealers, Purchasing Agents and Others Shown Through Your Plant?

By E. B. Weiss

A CURRENT advertisement of Swift & Company contains this line prominently displayed in the copy: "Visitors are welcome at Swift & Company plants."

A letter which The Studebaker Corporation sends to new stockholders, signed by A. R. Erskine, president, states: "You are cordially invited to visit our plants at South Bend and see Studebaker cars being manufactured. Over 10,000 persons visited the plants last year. Regular morning and afternoon trips are made every day."

Recently, a man walked into a drug store and inquired about clinical thermometers. He was shown several at varying prices. He asked whether a thermometer at a higher price had greater accuracy. "Yes, indeed," replied the dealer, who then proceeded to tell about a visit he had made recently to the plant making these thermometers. He told, among other things, how these thermometers are "aged" for two years in order to insure accuracy.

One of the two most important considerations in the design and location of the Shredded Wheat factory at Niagara Falls was "to enable almost any number of visitors to see every detail of the process of manufacture."

At the Schenectady Works of the General Electric Company approximately 100,000 visitors from all walks of life are received annually. More than 60,000 people visited the main plant of the H. J. Heinz Company during 1928.

The Seiberling Rubber Company's factory is located about nine miles from the hotel district of Akron. "We get few consumer visitors at our factory as a result.

However, a great number of tire dealers do visit our factory."

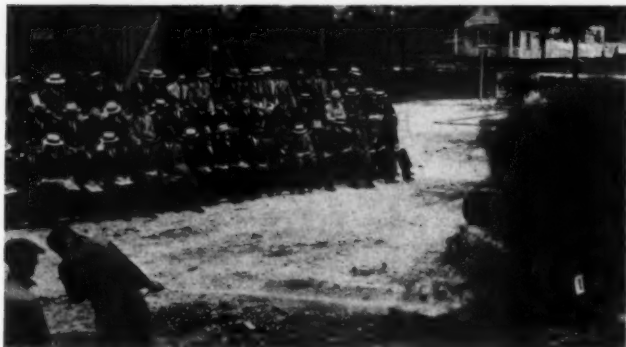
There you have an even half-dozen incidents, each one an emphatic reminder that the plant and methods of displaying it to visitors are important parts of the general advertising and merchandising program. They indicate that factories, large and small, are giving increasing attention to what might be summed up as "showmanship in the factory." And they are doing this, not only where the general public constitutes the majority of the visitors, but where dealers, jobbers, or industrial engineers and purchasing agents comprise the factory guests.

From the standpoint of the public, a factory which bears a name made familiar by advertising is a spectacle worth taking in. Is this interest—developed by expensive advertising—going to die aborning because "showmanship in the factory" is a neglected art?

From the standpoint of distributors, a visit to the factory is becoming an increasingly important necessity because it furnishes vital sales information that helps the independents meet the rivalry of chain competitors.

From the standpoint of the industrial engineer and purchasing agent, a visit to factories making industrial products is becoming an increasingly important method of checking up on purchases.

All three groups of visitors are amenable to similar appeals of showmanship. In this article, therefore, which discusses the factory visit policies of such companies as Goodrich Rubber, American Rolling Mill, Dayton Rubber, Shredded Wheat, Western Clock, General Electric, and Heinz, no attempt will be made to classify the material in accordance with the type of visitors entertained at these



A Visiting Delegation Witnesses the Wrong Way to Put Out a Gasoline Fire at the American-LaFrance Foamite Factory

different factories. There is no doubt that the American Rolling Mill Company can learn from the methods used by Heinz, and that The Dayton Rubber Manufacturing Company can adapt ideas from General Electric, and vice-versa. As a matter of fact, this adaptation of ideas is going on right along.

What, then, are the questions that are being asked by those manufacturers who are looking into this subject?

First and foremost, undoubtedly, is: "What should we show the visitors and in what order?"

After that come such questions as:

2. Under what department should the management of the trips come?

3. How should people be registered?

4. From where should the guides be obtained?

5. How should these guides be trained in this work?

6. How frequently each day should trips through the plant be conducted?

7. How long should the trip take?

8. How may trips be conducted without disturbing factory routine?

9. What sort of souvenir, if any, should be given to visitors?

10. How should visitors be followed up after they leave the plant?

This is the way question 1 is answered by various manufacturers:

At the Goodrich Rubber plant, the factory trip starts with the crude rubber and follows the processes through in logical order to

the finished products. As the different stages of manufacture are reached, the guide explains the fundamental operations, answers any questions, and, without being too direct, endeavors to point out the merits of each article. If the process about to be viewed is a noisy one, explanations are made by the guide before entering the department. In between departments, the visitors are told something regarding the Goodrich organization and history. They are told among things that there are some seventy buildings in the Goodrich factory; almost two miles of tunnels; about 15,000 employees, and that the Goodrich factory is almost a community in itself, with a post office, a completely equipped dispensary, a corps of doctors and nurses, a cafeteria, and an adequate police and fire department.

What Royal Worcester Shows

In similar fashion, the trip through the plant of the Royal Worcester Corset Company starts with the initial operations on the top floor down through to the shipping-room which is on the street floor. Visitors are taken first to the cutting-room, where they are shown how the fabrics are laid out on tables. Then they see the method of cutting patterns by hand, an operation which re-

"Using the Wisconsin News Has Made It Possible for Us to Close 1928 With a Very Substantial Increase"—STERLING SHOES COMP.



Sterling Shoes
CORPORATION

Mr. John Blank, Publisher,
Wisconsin News,
15 Michigan Street,
Milwaukee, Wisconsin.

December 26, 1928

Dear Mr. Blank:-

Knowing that you are interested in our business, we are taking this opportunity to express our appreciation for your co-operation during the past year.

Direct results from advertising whether it is Style, Conservative or sale copy is the real basic value, and we are glad to say that using the Wisconsin News has made it possible for us to close 1928 with a very substantial increase in every department.

Assuring you that it is our aim to obtain still further increase in 1929 through your newspaper, we now bid for that same good co-operation tendered during the past year.

Very truly yours,
STERLING SHOES CORP.

K. Berlin
Mr.

The Milwaukee Sterling Shoe Store, a branch of a national organization, has been a consistent user of Wisconsin News advertising during 1928.

The above letter tells of the direct results and the substantial increase in business they have enjoyed through its use. Another local advertiser who recognizes that the Wisconsin News is absolutely necessary to adequately cover the Milwaukee market!



Readers of the Nation's Newspapers

One of the twenty-eight *Best* Newspapers read by more than twenty million people.

WISCONSIN NEWS

Member International News Service, United Press, Associated Press, and Bureau of Circulation.

quires great skill on the part of the man who wields a razor-sharp knife. The entire trip is laid out so that the guest can quickly see how the product shapes itself from a few pieces of silky fabrics into a finished article.

The American Rolling Mill Company, in its factory trip, emphasizes the interesting and important features of manufacturing ingot iron and steel. For instance, in the open hearth, where the metal is subjected to great heat, the guides provide visitors with special colored glasses through which the process may be watched.

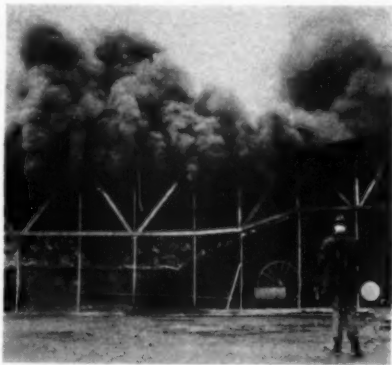
At the Dayton Rubber plant, the plan of starting in the receiving department is also followed. From here, the visitor follows the product through the process of manufacture until the stockroom and shipping department are reached.

Another rubber company—Seiberling—lays out its factory trip so that particular attention is given to those phases of the business which are advertised. For example, Seiberling manufactures its tread stock in one continuous piece from bead to bead. Visitors are shown how these great broad treads are calendered out and applied.

This company also advertises the Seiberling water-bag cure and visitors are shown this process in detail. In other words, this factory trip brings up the salient selling points of the Seiberling product. Also, after the visitors have been taken through the factory, they are shown a motion picture which depicts the various processes they have seen on their trip through the factory and which serves as a summary.

The Shredded Wheat Company, of course, has gone to elaborate ends to make its factory trip as interesting as possible. While going through the plant, visitors walk along the visitors' galleries which run around every floor of

the building. From these galleries may be viewed the entire process of making Shredded Wheat, from the cleaning rooms where the whole wheat is cleaned and separated from the foreign material, to the floors where the finished product is sold in cartons. They are also shown the printing presses which print the cartons; the first aid rooms, hospital equipment, rest rooms, library, gymnasium, recrea-



This Was One of the Most Spectacular Fires Ever Staged by American-LaFrance Foamite for the Benefit of Visitors

tion hall, dining rooms and cafeterias, and other features of the welfare work.

During this trip, visitors are taken to a dining room and served with a sample luncheon of Shredded Wheat Biscuit with cream, sliced bananas, or other fruits. While eating this luncheon, they listen to a lecture on the whole wheat grain and the reasons for the shredding process.

An interesting point which arises in connection with the recent acquisition of Shredded Wheat by the National Biscuit Company is whether any changes will be made in this elaborate plan of receiving factory guests. The National Biscuit Company does not, as a rule, open its plants to visitors, only an occasional customer or stockholder being taken through. Yet, there is little doubt that many

Good News from the Condé Nast Publications



4 VOGUES ON THE RIVIERA

SMART society congregates now on the sunny beaches of the Riviera...a colorful, polyglot, chic crowd! Vogue is there to serve them...colorful, polyglot, chic as they! Now on sale in four editions and three languages...English, French, German...in all the Riviera towns...four luxury saleswomen subtly at work in their public's playtime.

Why not give your merchandise a world-wide repute through advertising in American, British, French and German Vogues?

The Condé Nast Publications and Properties are: VOGUE . . .
 VANITY FAIR . . . HOUSE & GARDEN . . . THE AMERICAN
 GOLFER . . . VOGUE PATTERN BOOK . . . BRITISH VOGUE . . .
 FRENCH VOGUE . . . GERMAN VOGUE . . . LE JARDIN DES
 MODES . . . BRITISH VOGUE PATTERN BOOK . . . VOGUE MODEN-
 ALBUM . . . VOGUE PATTERNS . . . THE CONDÉ NAST PRESS . . .
 THE CONDÉ NAST SYNDICATE

GROW WITH CLEVELAND

"Jobs Increase As Industries Ask For Help" "Heavy Season Reported For Lake Shipping" "\$3,500,000 Post Office to be Erected in New Terminal" "Lake Front's New Era Starts Today" "Closing Year Sees Business Records High" "1929 Brings City Greatest Period of Development" so read the headlines in Cleveland newspapers today.

ALL records for the launching of governmental improvements in Greater Cleveland will be broken in 1929.

A survey by The Press has revealed that more than \$60,000,000 is available for this portion of the city's program.

These public enterprises will be supplemented by a private business construction program that will exceed them by many millions.

The Cleveland F

Detroit / Atlanta
San Francisco

NATIONAL ADVERTISING
250 Park Avenue, New York City

FIRST ADVERTISING

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The combination of public and private efforts probably will result in doubling all construction and improvement figures in the history of the metropolitan area.

On this page is a tabulation of the larger public improvements and some of the more important private expansion programs. Money for these developments has been raised. Plans are drawn, and in several instances, ground has been broken.

One Hundred Million Dollars! And more!

Expansion, building, in every phase of Cleveland's life.

More money to be earned by Clevelanders in 1929—*more to be spent.*

More of life's necessities and luxuries to be needed—*more to be bought.*

If you sell in Cleveland, if you have Cleveland distribution, if you make something Cleveland people want—advertise it here in 1929.

Advertise it in The Press. Largest in Cleveland circulation, greatest in advertising volume, accepted and read thoroughly in nearly every Cleveland English-reading home, The Press is your FIRST Advertising Buy in the TRUE Cleveland Market.

CITY, COUNTY AND FEDERAL

Lake Front Stadium.....	\$2,500,000
City Hospital Additions.....	2,500,000
Paving and Sewer Improvements....	5,674,000
Street Openings.....	2,307,366
Bridges.....	1,205,815
Municipal Light Plant.....	455,524
Grade Crossing Eliminations.....	8,534,000
Brook Park Airport.....	450,000
Motor Vehicles.....	300,000
Playgrounds.....	300,641
Central-Lorain Bridge.....	8,000,000
Criminal Courts Buildings.....	5,077,000
Roads.....	7,000,000
Sewer and Water.....	2,000,000
Schools.....	3,800,000
Harbor and River Improvements.....	10,000,000
Post Office.....	3,500,000

\$63,093,744

SUBURBS

Voted at elections of 1928 for schools and improvements.....	\$5,553,300
Unexpended previous bond issues....	3,400,000

\$8,953,300

PRIVATE

Lakeside Hospital.....	\$6,000,000
Continuation of Terminals Group...	15,000,000
Universal Freight Terminal.....	4,000,000
Chase Brass Co.....	5,000,000
Geometric Stamping Co.....	800,000
Northern Ohio Food Terminal.....	425,000

\$30,500,000

GRAND TOTAL, \$102,947,046

The Press has prepared an attractive folder in which the approaching \$100,000,000 expenditure is explained in detail. Write for a copy.

Press

*First in
Cleveland*



SCRIPPS-HOWARD

ADVERTISING DEPARTMENT
400 N. Michigan Blvd., Chicago

Philadelphia
Los Angeles

BUY IN CLEVELAND

A

\$143,400,750

MARKET

within a market

Wages paid to workers in manufacturing and mechanical industries, alone, in Buffalo totaled \$143,400,750 in 1925. The average per wage-earner was \$1,454, this being the latest government figure available. ¶ It is significant that the average pay of Buffalo's wage-earners exceeds that of such workers in all other manufacturing cities of comparable size—including Boston, St. Louis, Pittsburg, Baltimore, Milwaukee and several other wealthy cities. ¶ Clearly, no advertiser can afford to neglect so lucrative a portion of the rich Buffalo market.

THE BUFFALO TIMES

EVENING—122,014

SUNDAY—154,710

KEEP UP WITH THE TIMES!

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of the National Biscuit plants are every bit as interesting as the Shredded Wheat factory. Many persons would go out of their way to see how pretzels are made.

At the Schenectady Works of the General Electric Company, separate tours are provided for the different types of visitors. For the sightseers, the guides point out those operations which are of general interest. For instance, these visitors are shown the largest machine shop in the world, where gigantic turbines are erected and tested before shipping to the customer. In contrast to the operations on these huge machines, the visitor is also shown where the smaller motors and generators are made and assembled. The research laboratory provides an exhibit where the magic of light is portrayed by unique exhibits and striking demonstrations. The visitors are also shown the studio of "WGY," the General Electric broadcasting station.

When visitors stop at the H. J. Heinz Company plant, they are shown through the can-making, bottling, labeling and other departments. They are also given an opportunity to see the preparation of some of the 57 Varieties. Visits culminate in a large auditorium, which has been equipped to entertain them. Here they listen to lectures on home economics, the company's products and its various plants and factories. Stereopticon views and motion pictures are used in connection with these lectures. Finally, a dainty luncheon is served. The company entertains many special groups, clubs and various organizations, for whom there are lectures on subjects in which they are interested.

The Rookwood Pottery, of Cincinnati, an example of the smaller type of factory with a well-developed factory trip, has each party conducted by a competent guide who explains the processes of making pottery at Rookwood. The visitors start in the throwing room, where they see the ware "thrown on the wheel." After this, they are shown the methods of casting and pressing. They also see the pieces

of pottery in the clay state, particularly those that are decorated. Following this, they see the glazing process. They pass in front of the kilns where they see other novel processes. Then they are shown the completely finished ware.

Visitors Want to Know How Product Operates, Not How It Is Made

Reserved for the last because its plan is so unusual, is the American-LaFrance & Foamite Corporation, Utica, N. Y. This company believes that its visitors are primarily interested in knowing how its extinguishers, engines, and systems for protection against fire *operate* rather than how they are *made*. It believes they want to see these devices actually put out fires. Therefore, the visitor is first taken to the chemical laboratories. Here, one of the chemists gives a table demonstration showing the chemical reactions which take place in the various types of extinguishers and showing the evolution and methods of fire-fighting up to the present day.

After this, the guest is taken to an experimental station that is nearby. This experimental station is completely equipped, having buildings containing all kinds of fire hazards. There is also a pit for large test fires and other necessary equipment.

For the average visitor who is not intensely interested in the use of the company's larger equipment for industrial concerns, there is a demonstration which consists of igniting a pan of gasoline having a burning area of six or twelve square feet. On this fire, the guide demonstrates the ineffectiveness of certain types of fire extinguishers and the effectiveness of the Foamite apparatus. There may also be a test showing the effect of various types of extinguishers on combination free burning and oil fires, as well as other tests too numerous to mention.

The company also has, as visitors, delegations from industrial plants, from various inspection services, fire chiefs and municipal officials. In these cases, a complete program is put on showing the en-

tire line of products in operation. Many times these delegations are interested in fire hazards of a particular nature. If the company does not have such a hazard at its experimental station, it erects a building which includes such a hazard.

"Not so long ago," the company writes, "a commission interested in protecting tunnels for vehicular traffic called upon us. Having been notified in advance, we built a concrete roadway at a pitch equivalent to the worst pitch which was to appear in the proposed tunnel. Along this 150-foot concrete roadway we ran a large touring car, punctured the gasoline tank, ignited it, and then proceeded to demonstrate the best method of extinguishing this fire, which is commonly known as the world's worst fire."

Question 2 is: "Under what department should the management of the trips come?"

There is no uniformity in answering that query. At Goodrich, the passenger traffic department has complete charge of issuing all passes and keeps an accurate record of the number of visitors. The general manager of the American Rolling Mill Company issues all passes for visits to that factory. General Electric has a "Visitors' Reception Building." The assistant to the president of The Timken-Detroit Axle Company receives all requests for passes.

It would seem, however, that factory trips ought to be under the supervision of the advertising department in those cases where the general public comprises most of the visitors. Probably, as "showmanship in the factory" develops still further, the advertising department will have more to do with it.

As for question 3—"How should people be registered?"—there is little doubt that the less red tape visitors encounter, the better. Registration in a book is usually sufficient. Of course, the point is to get the visitor's name and address so that follow-up work may be done if that is deemed desirable. Another purpose of registration is to make it possible to ar-

range the visitors in groups in the order of their arrival. The Goodrich registration pass tells whether the holder is a sightseer, a representative of some company, a customer, or an employee, the department for which the pass is good, and the length of time and date for which the pass is good.

Where Goodrich Gets Its Guides

"From where should the guides be obtained?" is query 4. Goodrich has a rather unique plan in this connection. Its guides are young college graduates who are in training for sales work. Generally, these young men have had little or no experience in actual sales work, and by doing the work of guides for six to twelve months, they not only gain experience in meeting and handling various types of people, but also obtain a thorough knowledge of the processes of manufacture and the various products the company makes.

The Royal Worcester company's guides are old employees who know the ins and outs of the industry and who can converse intelligently on any factory operation. Heinz has a corps of young men who are trained and regularly employed to serve as escorts. Timken-Detroit scrutinizes carefully the young men selected for guide duty. The company strives to provide attractive personalities and enthusiastic showmen.

Not a great deal of information is available in answer to question 5—"How should these guides be trained in this work?" The American Rolling Mill Company guides are selected from men who have actually worked in the mill and they are then put through a training department. Goodrich has prepared a special manual for its guides, which outlines the regular trip to be made, describes the processes which should be explained to the visitors, gives the organization and officers of the company, and lists a number of questions and answers which are likely to be asked by visitors. After a thorough study of this manual, a guide is competent to conduct visitors through the factory. In addition,



Many and Weighty Attractions of the Washington Market

THE Washington market—which is Washington city, with its 555,000 population; and adjacent Maryland and Virginia, with 250,000 more—offers a buying strength of over 800,000 people.

It is such a compact market that you can almost see from one end of it to the other; consistently and continuously prosperous; and of easy and economical coverage—for THE STAR goes directly into the homes—evening and Sunday—AND NO OTHER PAPER IS NECESSARY.

For specific information bearing on
the Washington Market in detail
write our Statistical Department.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Tower Building

the guides, who—as already mentioned—are young college men going through a course of sales training, are expected to study company literature, books and correspondence.

Question 6—"How frequently each day should trips through the plant be conducted?"—is more easily answered—although, of course, no one answer will apply to all factories. The Rookwood Pottery sends parties through every half hour between 9 a. m. and 3.30 p. m., with a brief intermission at lunch time. The Western Clock Company has four trips daily, except Saturday, when there is but one. Another company has only one trip each day, while at the Shredded Wheat factory and others the trips are going on almost continuously.

That question is really closely tied up with question 7, since the number of trips will depend, in a measure, upon the length of time each trip takes. The Goodrich trip requires all of two hours. On the other hand, the Rookwood Pottery trip apparently takes less than a half hour and therefore it is possible to put through a greater number each day. The Western Clock Company's trip requires about forty-five minutes. The Heinz tour is of approximately an hour's duration.

"How many trips be conducted without disturbing factory routine?" is question 8. In answering this question we have still another reason for registering visitors. In other words, by requiring visitors to be registered, it is possible to arrange the trips so that factory routine is not upset. In this connection, Goodrich says: "Care must be exercised in issuing passes so that production will not be cut down by visitors going through the departments at will, thus disturbing employees. Also, control must be exercised over visitors so that special manufacturing processes may be protected."

At General Electric an unusual plan has been worked out for the purpose of upsetting factory routine as little as possible. In order that employees may know the pur-

pose of the visitor's trip, varicolored coat buttons are issued to guests. These are given at the time of registering. The different colors designate the different classes of visitors, such as customers, sightseers, visiting employees, distributors' representatives, etc.

The H. J. Heinz Company receives its visitors in the rotunda of the company's administration building. Here they are greeted by hostesses who arrange groups for trips through the kitchens and other departments of the plant. Of course the purpose of this reception plan is to lay out the trips so that there is little conflict with factory routine.

Few Companies Give Souvenirs

Next comes question 9—"What sort of souvenir, if any, should be given to visitors?" A quick answer to that question is that the majority of plants do not send their guests away with souvenirs, either because the nature of the product is such as to make this impossible, or because it is not felt to be necessary. Those which do give souvenirs include the Heinz company which gives visitors two booklets, a souvenir in the shape of one of the celebrated little Heinz pickles, and, at certain periods of the year, samples of one or the other of the company's products.

The Hamilton Watch Company, which mentions that most of its visitors are watch makers, usually gives these visitors a case opener or a tiny screw driver that they can use to advantage. Shredded Wheat guests are given a souvenir booklet of Niagara Falls and "The Home of Shredded Wheat." They are also furnished with souvenir post cards on which to send messages to their friends. The Seiberling Rubber Company gives visitors an attractive ash tray for which a model rubber Seiberling tire is the frame.

The Dayton Rubber Manufacturing Company explains that on very special occasions, when it is known that an important group is to be the company's guest, souvenirs are given away consisting of

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"I Want a Newspaper That Will Sell The Goods"

By R. F. R. HUNTSMAN

"If each one of the five boroughs in Greater New York was covered by one newspaper—thoroughly and completely—then 'Breaking into Greater New York' would be just cream," said the Account Executive who struggled with this market problem, the greatest problem of all in this country.

"Then," he continued, "I'd know just where I was every minute in my campaign. I could tell my potential customers not only all about my product, but also name the dealers where it could be bought. And each borough would be a unit—and one can deal successfully with units."

"Well," I said to him, "why not start in one borough of Greater New York where you can cover it with one paper?"

"You ought to know, if you don't know, that the Borough of the Bronx with a population of a million, is completely covered by *The Bronx Home News* with a distribution at present of 128,000 copies daily and Sunday in the Bronx alone."

This Account man previously had said to me:

"I don't want to hear about comparative lineage with other mediums; or estimates and surveys of buying power; or gross or net circulation; or about what some other advertiser in a different line has accomplished."

"Well," I said, "what *do* you want to know?"

"I want to know if a newspaper *will sell the goods*," he answered.

"Well, that's easy, it would seem to me, Mr. Space Buyer.

"Why don't you go to the dealers who sell your sort of product in the Bronx, or who ought to be selling your product in the Bronx, and ask them two or three questions?"

"Ask them: 'Do you take the *Home News* in your home?'"

"Ask them: 'Does your family read it?'"

"Ask them: 'Do your friends read it?'"

"Ask them: 'Do you know of anyone in the Bronx who doesn't read it?'"

"If you cannot go yourself, get someone else to go to these dealers, who are in business solely to sell products like yours.

"If practically every English-speaking family in this big borough of the Bronx reads this one newspaper, how in the world can you *help* selling your goods if you tell these people about those goods in the one newspaper you *know* they read?"

"Ask the man who knows."

R. F. R. Huntsman, Inc.

Woolworth Tower, N. Y.

National Representative

"The Home News"

COMMON INDUSTRIAL MARKETING

An up-to-date report on previous advertisements

In the February 2 and November 22 issues of *Printers' Ink*, we published advertisements which showed the effects of co-ordinating Industrial Advertising, Production and Selling. It was an actual case of industrial marketing at work, each advertisement making a progressive report on the same company.

This manufacturer had asked McGraw-Hill for industrial advertising recommendations but received production and marketing recommendations instead. (An illustration of how the specialized knowledge of industrial editors can be drafted to assist a manufacturer, whether he be reader or advertiser.) He was advised to defer advertising until specific changes in his production and sales operations were made.

McGRAW-HILL PUBLISHING

New York

Chicago

Cleveland

St. Louis Philadelphia

IND ADVERTISING PROBLEMS

No. 42 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

A year or so later he was ready to advertise. He began with pages in five McGraw-Hill publications, adding another publication later on. His salesmen felt the effects at once. Brief reports from two of them were given in our February 2 advertisement.

Now another year later, the advertiser is in a position to judge better the soundness of the marketing principles that we have been expounding to industry for four years. Here is his recent laconic report:

**"Sales are 30% ahead
of a year ago."**

Need more be said until another year when the pyramided effects of his sustained program can be computed?

PUBLICATIONS

Philadelphia

San Francisco

London

a small box containing various samples of rubber, both crude and compounded, cord tire fabrics, etc. The only souvenirs made available by this company to all visitors are colored post cards showing pictures of the plant. The American Rolling Mill Company gives visitors a copy of a booklet entitled: "The Story of Armco." As for Goodrich, this company which, incidentally, has gone to remarkable lengths in planning its entire program of factory visits, presents each visitor with "A Wonder Book of Rubber." This is a short, illustrated outline of the story of rubber and of the trip through the plant which has just been completed.

The Continuing Value of Factory Visitors

As for question 10—"How should visitors be followed up after they leave the plant?"—it would appear that this is the most neglected phase of the entire subject. The Shredded Wheat Company sends to the home address of its visitors, after the lapse of a suitable length of time, a special letter and other literature pertaining to Shredded Wheat. And that is the only company so reporting.

This subject of factory visits is an immense one and consequently it has been necessary in the present discussion of it to discuss each phase in a rapid way. The methods and policies of the companies quoted, however, should leave little room to question the importance of planning these trips with the utmost care.

In conclusion, I can do no better than quote from a letter written by W. L. Love, assistant to the president of The Timken-Detroit Axle Company. He writes: "At the present time we have an educational motor coach touring the entire United States. In this motor coach we display motion pictures depicting our methods of manufacture. We are so enthusiastic about the fine opportunity that there is to sell our users by showing them through the factory, that we are now endeavoring to take our factory to them."

Greater Sphere of Usefulness for Advertising Salesmen

THE BLACKMAN COMPANY
NEW YORK, DEC. 27, 1928.

Editor of PRINTERS' INK:

In your issue of December 20 you say, "M. L. Wilson, of The Blackman Company, who elsewhere in this issue of PRINTERS' INK supplies '100 Checking Points for Advertising Salesmen,' presented an idea before the December meeting of the Technical Publicity Association, of New York, which, carried to its logical conclusion, will eliminate the necessity for his own suggestions in that article. It will accomplish this quite simply by eliminating the salesman, Mr. Wilson's recommendations that the entire present system of selling advertising space by means of sales forces and 'representatives' be abolished came as the climatic point of one of the liveliest discussions that even the Technical Publicity Association, famous for such phenomena, has ever experienced."

The exact wording of the idea that I presented before the meeting was—"that the publishers consider abolishing competitive selling and have representation, as it is now understood, done away with."

I meant exactly what I said and nothing else. I made no proposal to abolish salesmen nor any specific proposal as to how my idea should be carried out except that competitive selling and representation as now understood be done away with.

I had in mind that capable men who were selling space were wasting a great deal of their time and not increasing their usefulness as time went on, either to the advertisers or to the advertising agency. I had in the back of my head a greater and higher sphere of usefulness for the representative in which he would do greater and more intensive work than he has ever undertaken before.

I haven't my ideas along this line quite formulated, but when they are I propose to publish them with the hope that the present antiquated situation may in some measure be rectified and greater efficiency be attained all around.

M. L. WILSON.

Purchases "Warm Air Heating"

The Merchandising Publishing Corporation, St. Louis, has purchased *Warm Air Heating*, Cincinnati, Ohio, and will publish it at St. Louis. Arthur A. Ross, recently editor of *Meat Merchandising*, published by the Merchandising Publishing Company, has been made editor and manager of *Warm Air Heating*.

Death of Walter W. Aller

Walter W. Aller, of the advertising department of the *New York Times*, died at Woodside, Long Island, N. Y., recently. From 1918 to 1923 he was president of W. W. Aller & Company, Pittsburgh, dealers in stocks and bonds. Mr. Aller was thirty-seven years old at the time of his death.

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OUTDOOR ADVERTISING

Through Your Advertising Agency

Coordination . . . Counts

- In Johnny Farrell's swing
- In berthing a giant Zeppelin
- In getting that smooth flow of power that sends us millions scudding about town and country in sixes and eights.

And Also

- In this work-a-day world where knotty sales problems—spots of inertia in distribution or other resistance must be overcome.

That's Why

Williams & Cunnyingham

have been consistently successful when using painted bulletins or posters in the interest of their clients.

(over)

Outdoor Advertising through You

Richards-Wix
"A HANGER FOR ANY DOOR"



Perfect for

**Porcelain
and Enamel** Will

nothing else like it and p

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A Private-Brand Manufacturer Becomes a Successful Advertiser

Sporting-Goods Maker Finds a Way to Strengthen His Market Position

By Harry Merrill Hitchcock

MENTION of a manufacturer who depends for the bulk of his business upon private-brand production on order from individual wholesalers or big retail combinations seems usually in these days to bring a rather quaint mental picture before the inner eye of the up-and-coming advertising man.

It reveals a comparatively mild and inoffensive, not to say unenterprising, individual, who prefers meek acceptance of the dictation of his powerful customers and the extremely narrow if not non-existent profit margins they suffer him to retain, to the worries and responsibilities inseparable from the maintenance of his own sales organization and of the identity of his product in the eyes of the consuming public.

This picture is sometimes correct, too. But not always. And then there are certain conclusions which the advertising man is apt to draw when he hears that one of these old-time private-brand manufacturers has finally decided to "try a little advertising" or even to embark upon a really sizable and carefully planned advertising program. They run about like this:

1. Here is a firm that must have been getting restive at being so much under the thumb of the "trade," and probably dissatisfied, also, with what its profit-and-loss statement has been revealing at the end of the year.

2. Its decision to advertise means that it is headed, and probably deliberately, toward radical changes in its distribution policy. One of these days it will not only throw overboard its private-brand business (if by that time it has any left to throw, anyhow), but may swing so far in the other direction as to "go direct" to the retail trade with its own branded goods.

In the great majority of cases

those conclusions would almost certainly be correct. But "there is no rule that hath not its exception." And the firm of M. Denkert & Company, sporting-goods manufacturers of Johnstown, N. Y., are engaged at the present time in proving that this applies even to the time-honored law of the mutual incompatibility of private-brand manufacture and jobber distribution, and advertising.

Indeed, not one of the preconceptions regarding this type of manufacturer and his possible motives for advertising, which I have been mentioning, seems to apply in the least to this particular firm. There is no sign of anything particularly meek or unenterprising about M. Denkert & Co.; nor does it appear that the fact they permit their customers to sell Denkert-made footballs, basketballs, boxing gloves, baseball gear and so on, under their own brand names, means a thing when it comes to decisions on manufacturing policy—or the quality of the goods, which is the company's own jealously guarded possession.

Nor was it the slightest dissatisfaction with its trade relations or with the profit possibilities of its business which caused Denkert to decide to advertise. And from that it follows that here is that well-nigh unique event in advertising—a manufacturer whose entire production goes into jobbers' private brands; who is entirely satisfied with that method of distribution and not only has no intention of changing it but a positive determination *not* to change it; and who has yet found a way to use advertising effectively in support of his jobber customers and so for the betterment of his own market.

You have here one more demonstration of the simple truth that the way to succeed is not to let well enough alone, but to make

"well enough" better. And here is the way in which it was done:

There are approximately 700 jobbing firms in the United States dealing in sporting goods to a greater or less extent, either as a primary element in their business or as incidental to lines of hardware, automotive accessories or something else of this general type. When M. Denkert & Company set their successful and profitable existing business against the possibilities of 100 per cent contact with this entire market, things naturally took on a new aspect.

The first move was wholly a matter of direct mail. A lively series of folders was prepared and sent out to all of these 700 wholesale dealers. Behind a liberal use of color and a rather "jazzy" tone in the copy, not to mention occasional trick foldings and other surprise effects, these folders preached steadily two things:

The Denkert company is definitely committed to "playing ball" with the jobbing trade; therefore the jobber who purchases Denkert-made goods can concentrate wholeheartedly upon making a success for himself with them, with no fears of flank movements threatening his rear to distract his attention.

Being so completely committed to the jobbing trade, Denkert-made goods can be relied upon to be the kind of goods the jobber wants and needs, and the quality will be always such as makes it a privilege for the jobber to sell them under his own brand name.

Salesmen Liked the Idea

The first people to respond enthusiastically to the new idea were the company's salesmen (you see, the real private-brand manufacturer, not the fellow who is committed body, bones and boots to a single big customer or so, needs and has a sales organization of his own, even though a small one) who came in off the road shouting the praises of the folders which had often opened doors for them they had never been able to open for themselves.

It soon developed that they were right in their enthusiasm—their

order books showed the practical value of the plan. Something, no doubt, was due to the sheer novelty of the thing; so many people had said it could not be done, that the jobber, being human, was pleased at being talked to like a human being, and showed his pleasure in ways both natural and highly agreeable to M. Denkert & Company.

The next stage of development of the new idea was the use of sporting-goods trade publications. Having told its story directly to the jobber himself, Denkert now proceeded to address the jobber's customers, the retailers.

The keynote and slogan of this series of business-paper advertisements was, "Ask Your Jobber," and the basic idea was to impress upon the retailer the real place and value of the jobber's services to distribution. The titles of some of the individual advertisements indicate the way in which this was done.

"Valves of Business"; "Bridging the Gap"; "Q. M.'s (Quartermasters) of Business (a reminiscent advertisement of army days)"; "Turnover in Business";—"and a Pull All Together!"

Each of these advertisements was carefully merchandised to the jobbers' list, reprints being furnished to jobbing firms for the use of their salesmen, and these firms were invited to reproduce the advertisements in their own house organs and direct-mail material; an invitation which quite a number accepted. Once again the results were excellent, and a number of new accounts are directly attributed to this advertising.

The company is now well embarked upon the third stage in its plans, in which, without abating anything of its previous stand on behalf of its jobber customers, it is commencing to say a word or two for itself and its goods. It was recognized from the first that this would be a delicate and difficult job, and for this reason was held back until the good effects of the first two steps in the program were well established.

It is a definitely understood principle in this third-stage advertising, that it is not to be allowed in the



Head of
diamond-back
rattlesnake

What Snakes Are Poisonous?

Many sportsmen have an inherent fear of snakes and kill all with which they come in contact, regardless of species. Dr. William A. Murrill, writing in **FOREST AND STREAM**, says:

"The poisonous snakes of the eastern United States fall into three groups: the rattlers, the moccasins and the coral snakes. In the first group there are three species, the timber rattlesnake, the diamond-back rattlesnake and the pigmy rattlesnake; in the second, the copperhead and the cottonmouth; and in the third, only one, the southern coral snake or harlequin snake."

Because **FOREST AND STREAM** recounts the experiences and observations of the foremost authorities in the field, more than one hundred thousand outdoorsmen read every issue.

FOREST AND STREAM
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena

slightest degree to jeopardize the company's good relationships with its wholesale customers or to compromise its loyalty to them and to its declared principle of "private brand" merchandise manufacture. The slogan of the advertising remains "Ask Your Jobber."

But the new note is definitely introduced in the advertisements now appearing in business publications. One of these, for example, is headed "There's More to Buying Than Price . . . There's Value," and proceeds to discuss the importance of quality in sporting goods to the retailer himself, leading up to the suggestion that "you can be sure of the workmanship, the material, the in-built quality if that jobber salesman of yours says, 'Here's a glove we're having Denkert make for us this season.'"

Another illustration of the approach employed is found in an advertisement that says "Craftsmanship Needs No Blazoning Signature," because "Denkert Sporting Goods go out bearing with pride the names or marks of our jobbing customers."

As the firm views it now, this completes the advertising plan. It is not at present in contemplation to go farther than this; no attempt will be made to carry clear through to the retailer's customers. But the plan as it stands is considered by this manufacturer to be a new and valuable helpful influence in strengthening the firm's position with the trade, and one which can work harmoniously with the "private brand" policy.

H. P. Spinney with "Better Homes and Gardens"

Hazen P. Spinney, formerly with the Boston office of the Macfadden Publications and more recently with the New York office of *True Story Magazine*, is now with the New York staff of *Better Homes and Gardens*.

R. E. Dyar Writes New Play

"The Real Thing," a melodrama by Ralph E. Dyar, head of the promotion departments of the Spokane, Wash., *Spokesman-Review* and the Pacific Northwest Farm Trio, will open at New York early in 1929. In 1919 Mr. Dyar had a play produced called "A Voice in the Dark."

James F. Newcomb & Company Reorganize

James F. Newcomb & Company, Inc., New York, has been reorganized through the formation of a holding company known as the Newcomb Operating Company, Inc. Acting as a parent company, this new organization will control, through stock ownership, James F. Newcomb & Company, Inc., and the Newcomb Printing Company, Inc., both of New York. In this way the advertising division and the printing division of the Newcomb organization become two separate corporate entities, each with its own officers and staff.

Officers of the Newcomb Operating Company, Inc., are: James F. Newcomb, chairman of the board; Charles E. Albers, president; E. Schwartz, vice-president; Charles W. Isleib, treasurer; and Helen R. Cooper, secretary.

Officers of James F. Newcomb & Company, Inc., are: Mr. Newcomb, chairman of the board and president; Raymond H. Eisenhardt, assistant to the president; Jack F. Selby, first vice-president; Charles E. Prins, second vice-president; Chester H. Turner, treasurer; and Albert E. Smith, secretary.

The officers of the Newcomb Printing Company, Inc., are: Mr. Newcomb, chairman of the board; L. R. Watkins, president; Irving D. Bothwell, vice-president and treasurer; L. L. Roberts and A. P. Lehner, assistant vice-presidents; W. C. Sharkey, secretary; and James O. Samanni, superintendent of the plant.

New York Council to Discuss Tested Advertising

The New York Council of the American Association of Advertising Agencies will hold its next meeting on January 16 at the Hotel Commodore, New York. This meeting will be held at noon instead of in the evening as has been customary heretofore. The meeting will start at 12:30 and will have as its speaker Kenneth Goode who will address the members on "Tested Advertising—and What's It a Test Of?"

Appoints Blaine-Thompson Agency

The Blaine-Thompson Company, advertising agency, New York and Cincinnati, has been appointed to direct the advertising account of First National Pictures, Inc., New York, which has been brought under the direction of Warner Bros. Pictures, Inc., also of New York.

Purchases Deisel-Wemmer Cigar Company

The Deisel-Wemmer Company, Lima, Ohio, San Felice and El Verso cigars, has been purchased by the Bernard Schwartz Cigar Corporation, Detroit. A new company will be formed which will control both concerns.



**Nathan D.
Prince**
of
**Hartford,
Connecticut**

President Hartford-Connecticut Trust Co.
Director . . Windham County Nat'l Bank, Danielson
Director Killingly Trust Co., Danielson
Director Cargill Trust Co., Putnam
Director Terry Steam Turbine Co., Hartford
Trustee and Treasurer, Mansfield State Training School
and Hospital, Mansfield Depot.
Trustee Society for Savings, Hartford

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with men of
influence**

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of the Banking Capital of America)**



NEW YORK
CHICAGO
BOSTON
DETROIT
SAN FRANCISCO

Good

NATIONAL CONFIDENCE

Citizenship in the United States is today at a premium. Opportunity crowds upon our people. Ideals guide and industry achieves.

America is a country wholesomely prosperous—and supremely confident. It is a nation on the verge of the greatest era of social benefits and industrial expansion in its history. It is sure of the wisdom and capacity of the new Administration—and of the good judgment and ability of its business leaders.

Everywoman . . . Well may she thrill with pride as she surveys her America. What an important shareholder she has become in this Country of Prosperity.

Government, Industry and Commerce—each responds to her influence. She is the guardian of ideals, the seeker of beauty, the welcomer of invention, the cooperator with industry, the creator of still higher standards of living.

Because she is so well qualified to judge the products of farm, loom and machine, men have made her the buyer. Thus she has become the inspiration both of our social life and of our business life.

Her confidence in government and trade is essential to good times. That confidence is steadfast. She knows that the nation's affairs will be well guided. She knows too that the manufacturer, putting integrity into his products, warrants her faith in American merchandise.

She knows also that the world of merchandising, insisting on guaranteed, trade-marked, nationally-advertised goods, merits her trust.

Good Housekeeping . . .

Almost a half century ago it entered upon its work as the authority in American family life. Now, as a new page is turned in the history of American progress, GOOD HOUSEKEEPING pledges anew its resources of experience and knowledge and influence to the new Administration, to the social workers, to the scientists, inventors and business leaders who work to create the ideal America.

Before the nation is a great goal: Permanent national confidence and prosperity founded on an America nobly at work . . . To that end, with all of the constructive interests of the country, GOOD HOUSEKEEPING strives.

HOUSEKEEPING

Some Evil Effects of the Craze for National Distribution

Widespread Territorial Distribution Has Become a Fetish among Manufacturers—The Census of Distribution Shows the Need for Analysis of Outlets

By John H. Matter

General Manager, Wholesale Dry Goods Institute

[EDITORIAL NOTE: John H. Matter, who wrote this article, died on December 26, as a result of injuries sustained in an automobile accident. He became associated with the Wholesale Dry Goods Institute last June, having previously been with the United States Chamber of Commerce, where he was head of the Retail Bureau of the Domestic Distribution Department.]

THE president of a manufacturing concern recently called together the officials and members of the sales force of the company for the purpose of announcing a change in policy under which it was expected that national distribution could be effected. No sooner had he informed them of the plan than a veteran salesman asked to be considered for the Los Angeles branch.

Without going further with the incident, to find out what the president's answer was, let us note that the attitude of this salesman is typical of the common misconception of National Distribution. (I use the capital letters because of the sacred nature of distribution that has become national.) Whether the city of Los Angeles was essential to national distribution or not; whether the company's product needed or justified distribution from Coast to Coast; whether any scientific and cold-blooded survey of the possibilities had been made or not—none of these considerations entered the salesman's mind. To him National Distribution meant selling in forty-eight States, and he picked his favorite location.

If each manufacturer in the country placed his product on the shelves of each retail store in the country, what would the resulting situation be? Would it be the complete realization of that great fetish, National Distribution? Whatever else it might be, it would be the most confusing,

chaotic and disastrously uneconomic condition imaginable. Rates of turnover would approach zero as a mathematical limit; manufacturers, wholesalers and retailers would all contribute to a common loss.

This, however, is the condition which many manufacturers who aim at complete National Distribution are, in the last analysis, striving to bring about.

What Is National Distribution?

Just what is National Distribution? How hard is it to get? Who can get it? Who has it? Do Ivory soap, Chesterfield cigarettes, Campbell's soups, Tiffany's diamonds, Elco motorboats have National Distribution? Does an article have National Distribution merely because it is sold in forty-eight States, or in all large department stores, or if it is available to more than half the population of the United States?

These questions suggest the truism that what is National Distribution for one thing may not be National Distribution for another article. It is true that the first three products mentioned above could not be said to have attained National Distribution unless they were made easily available to the entire population of the country. A flawless diamond from Tiffany's, or a \$50,000 pearl necklace, on the other hand, might have National Distribution if it were offered for sale through one store in each of three or four leading cities. In this case an income class must be reached.

The Elco motorboat presents a special case. It would have National Distribution if its sales facilities included the principal Coast cities, the Great Lakes and

such other inland waters as are favorable to navigation by small craft. The territorial factor is more important in this case than the population factor.

With these examples in mind we might define National Distribution as making an article available to every individual or group able to pay for it, and able to use it. Note that this definition does not make a profit to the manufacturer a requisite.

All of this, it must be admitted, is more or less theoretical. The practical considerations to keep in mind are: 1. Is the product a suitable one for National Distribution?; 2. Is this the proper time to go after National Distribution?; 3. Will the cost be out of proportion to the extra profits to be gained?

Granted that the product is one suitable for distributing nationally, the time may not be ripe for it. Until the markets near at hand, or more easily developed, have been worked to near the saturation point, it is distinctly an uneconomic procedure to go greedily after the distant pastures which appear greener because of the hazy atmospheric conditions.

Getting back to the cost of such widespread distribution, what makes it costly? The obvious reason is that too many outlets are being cultivated when a smaller number, more scientifically selected, would bring equally good results.

What Does a Boot and Shoe Store Sell?

The Census of Distribution sheds some light on this question of too many outlets. For instance, an analysis of retail merchandise outlets shows that boot and shoe stores deal in about thirty classes of merchandise, including (mark this) crockery, drugs, musical instruments and sporting goods. What a theme for a humorous writer!

Drug stores, according to this study, sell fifty-seven classes of merchandise, including boots and shoes, groceries and variety goods. We have become accustomed to this condition in drug stores. Hardware stores were found to sell such

dissimilar classes of merchandise as bakery products, candy and confectionery, cigars and tobacco, clothing, drugs, dry goods and furnishings, notions, groceries and delicatessen.

In some cases, doubtless, these stores handle such dissociated items because they see in the extra items extra profits with no increase in overhead. This is the idea responsible for the rack of candy and chewing gum on the desk of the restaurant cashier; for the talcum powder in the cigar store; and the newsstand in the drug store. These stores overlook, or perhaps have conquered, the disadvantages of playing another man's game. But this tendency to dissociated and heterogeneous stocks had its origin in the efforts of manufacturers to get National Distribution and to get it intensively. So far as the intensiveness of their efforts is concerned, they are praiseworthy—within reasonable limits. But to get National Distribution for musical instruments and crockery by putting them on the shelves of boot and shoe stores approaches absurdity.

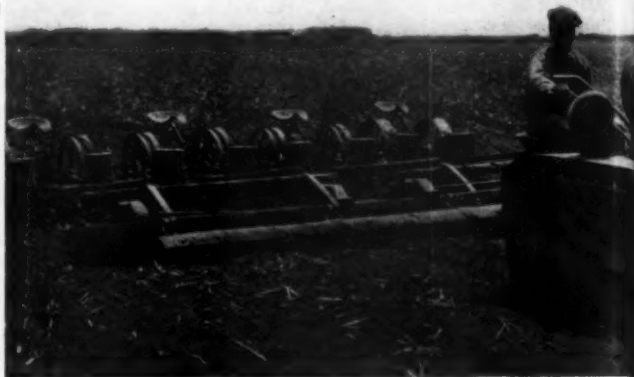
Getting back for a moment to the Census of Distribution, the report states: "... many manufacturers and wholesalers would show greater net profits if they would eliminate accounts which are so small as to make them unprofitable."

A significant condition revealed by this census is the great number of stores whose annual volume of sales is less than \$25,000. Of all the independent stores studied in the census, 28 per cent are doing less than \$5,000 of business annually. How profitable these stores are is indicated by the fact that only 1.68 per cent of the total business comes through that 28 per cent of all the stores. Note, too, that one-twentieth of 1 per cent of all the stores studied, do 16½ per cent of the total business.

How many manufacturers are attaining that great object—National Distribution—through these stores that are numerically strong, but weak on sales and net profit?

In no field, it is safe to say, has

Shopping



Four Empty Seats

FOUR empty seats mean reduced labor costs, greater profits and a saving of the farmer's time.

Time-saving planting methods are employed to a greater extent by farmers in the thirteen North Central Heart States than by farmers in any other section. They raise more than three-fourths of the entire corn crop of America.

Successful

Publish

MORE THAN

Branch Offices: NEW YORK CITY . . . CHICAGO . . . ST. L.

Moines

LION

KANS

g Takes Time

WHEN you advertise in Successful Farming you reach farm families who have more leisure time to go to recognized shopping centers, than has the average family whose occupation confines them to small towns. Farm families will take 30 minutes to an hour's time to reach a shopping center as readily as will business men who take this much time to reach their offices. More frequently, farm families in the thirteen North Central Heart States reach shopping centers in less time than is required by urban families to reach the business districts of our larger cities.

If you have distribution in cities of 25,000 or more population throughout the Middle West you are already in a position to serve farm families. They are enjoying one of the most prosperous years since 1920. Your dealers consider them preferred customers.

Successful Farming gives you the most complete coverage among the farm families of the thirteen North Central Heart States. Influence these prosperous farmers, through Successful Farming, to ask dealers for your product.



sfarming

Moines, Iowa

LION CIRCULATION

KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

National Distribution been sought more zealously than in the field of grocery products. Of the independent (as distinct from chain stores) grocery and delicatessen establishments covered in the survey, 81.41 per cent were doing less than \$25,000 of business a year, and this 81.41 per cent were doing only 42.71 per cent of the total independent business. In other words, strong in numbers, but weak in sales.

Speaking of such of these stores as do an annual business of only \$5,000, the report of the census says: "An annual volume of \$5,000 means about \$96.15 per week—or sales totaling \$16.03 a day. If we apply the average net profit percentage of 2 per cent on net sales, the answer will be 32 cents per day. This seems to be a fairly convincing indication of the unprofitableness of these small volume stores, especially when the margin is necessarily small, as in the food trades. The average store with an annual volume of \$5,000 has little chance of surviving." How many manufacturers, looking for National Distribution, take a loss every time one of these stores fails?

Overlooking the Net Returns

In every field of trade there are manufacturers who are striving for a distribution to which they are not economically entitled, and which they cannot service adequately when and if they get it. Why? Probably because of the old difficulty of making distribution, still a laggard, keep pace with production, speeded up by labor-saving machinery, efficiency systems and standardization. Many a general manager keeps his mind on the necessity for pushing out the goods, getting them in every retail outlet in the country—but does not look ahead to the day of reckoning, when the cost of placing merchandise on so many distant shelves is weighed against the net returns.

Two individuals, not to mention others, have aided and abetted the manufacturer in making his national error. They are the missionary salesman and the wholesaler. Perhaps it is not accurate

to attribute to the missionary salesman an identity separate from the manufacturer he represents, but frequently in his eagerness to "produce," and to open up new territory, he makes no discrimination between successful retailers, and those who are, or soon will be, failures.

The wholesaler is not exempt from blame in this worship of the great god National Distribution, either. He naturally wishes to distribute as widely as possible, and he frequently goes outside of the territory which he can serve efficiently and profitably. His unprofitable sales cannot always be circumscribed by geographical boundaries, but may be delimited by the ability and financial responsibility of the dealers to whom he sells. This refers us back to the case of the \$50,000 necklace, mentioned at the beginning of this article. How many distributors are offering pearl necklaces to coal miners?

In this connection it is apropos to bring up once more the story of Bronson and Townsend, even at the risk of repetition. Bronson and Townsend are hardware dealers in New Haven, Conn. The company analyzed its costs of doing business and fixed upon a minimum order, less than which it would not pay them to handle. Next, the accounts of all customers of the house were analyzed, and those whose orders were too small or too infrequently placed to justify their retention on the books, were politely but firmly referred to other sources of supply. A very large percentage of the total number of customers was thus cut off, but the overwhelming proportion of sales was not affected, and the costs of doing business were decreased.

This incident contains the germ of a remedy for the whole trouble. Stated very briefly, it involves an analysis of wholesale and retail outlets by the manufacturer. And, as a rule, he need go no farther than to his own sales records to get the information he needs.

But there are some negative rules, some "don'ts," for the manufacturer to keep in mind, in addi-

tion to the simple formula just stated. *Don't* sell to large department stores at a price that makes the small retailer look foolish—unless the small retailer is to be excluded deliberately from the distribution plan. Remember that the large department store advertises to a large territory, and that it can hurt the sales of a great many small stores unless they are given legitimate protection.

Don't sell to chain stores at a price lower than you sell to independent stores and expect to retain the latter permanently as a part of your distribution machinery.

Don't go over the wholesaler's head unless he is not necessary to gain full and profitable distribution, and unless the independent outlets served by him are to be discarded and their selling help lost.

The importance of the wholesaler to the manufacturer is not a new story, and it need not be retold here. It cannot be denied that some manufacturers may profit temporarily by eliminating the wholesaler and selling their entire output to mail-order houses and chain stores. But this relation is not an unmixed blessing. It is hard to see how it can work to the ultimate advantage of the manufacturer. It merely enables the mail-order and chain-store organizations to hold the whip hand over the manufacturer. Their primary object is not to effect distribution for any manufacturer or to make profits for him, but to secure goods at the lowest possible prices from whatever manufacturer will supply these goods.

Considering the value of successful independent outlets to the manufacturer, the latter has an interest in maintaining wholesaler distribution. He has an interest in everything that is being done to increase the fundamental efficiency of retail merchandising—and progressive wholesalers are foremost among those who are working to improve retail outlets. The fact that wholesalers as a class may have been remiss in discharging their responsibility to the retailer in the past, and are therefore partly responsible for their weakness as revealed by the Census of

Distribution, has spurred them to the efforts which they are making now to establish the independent retailer on a new basis of efficiency.

If National Distribution is to be worth achieving by the manufacturer, it must be built up step by step and territory by territory (omitting from consideration some exceptional cases which merely prove the rule).

The manufacturer is in a position parallel to that of the Eastern farmer, who formerly could sow widely and at random, but who must now retrace his steps and cultivate intensively the bare spots he skipped over before. When the urge to see his trade-mark in every store in every hamlet and crossroads seizes him let the manufacturer consider one simple question:

"What are the costs—the total and ultimate costs—of National Distribution?"

Los Angeles Agencies Merge

The McCarty Company and the Robert R. Berry Company, Los Angeles advertising agencies, have merged under the name of The McCarty Company. Mr. Berry will become associated with The McCarty Company as vice-president and account executive.

Russell P. Ostrander has joined The McCarty Company, as an account executive. He was at one time advertising manager of the Novo Engine Company, Lansing, Mich.

E. F. Ripley Starts Own Business at New York

Edwin F. Ripley has resigned from *Gas Age-Record* to open an office at New York as a publishers' representative. Mr. Ripley opened the Western office at Chicago for *Gas Age* eight years ago and when that publication was consolidated with the *Record*, he took charge of Eastern territory for the combined publications.

Auburn Automobile Appoints H. G. Hersh

H. G. Hersh, advertising manager of the Auburn Automobile Company, Auburn, Ind., has been appointed sales promotion manager of that company. The sales promotion department has been created recently and will be operated in connection with the advertising department.

"Giftwares" to Change Size

Beginning with its February issue, *Giftwares*, New York, will change its size, resulting in an overall size of 9 by 12 inches and an advertising page size of 7 by 10 inches.

American Export Trade Shows Steady Growth

FROM the year 1928 the United States emerged with a balance in export trade which, it is anticipated, will be the largest since 1921, with the exception of 1924. The indicated balance for 1928 is \$900,000,000, which compares with \$981,000,000 reported for 1924.

Trade during 1928 attained the highest record in volume since 1920, amounting to a total, as estimated by the National Foreign Trade Council, of slightly more than five billion dollars, representing a gain of a little more than 2 per cent over 1927. The value of import trade, it is expected, will show a decrease of 2 per cent, for which lower prices among the principal imports are largely responsible. The estimated value of American imports is set at \$4,100,000,000.

During 1928 American export trade, according to the Council, included a very large proportion of manufactured goods, amounting to more than 70 per cent of the total. This high proportion reflects the steady growth in the nation's development of foreign markets and represents a factor of important significance inasmuch as the growing exports of manufactured goods contribute to the stabilization of foreign trade, a contribution which, it is stated, will be more important as it increases each year, representing as it does those products that respond to American salesmanship abroad.

Outstanding developments concerning the status of foreign trade relations of the United States with its major markets also are reviewed by the Council. A brief summary of these follows:

China: Exports to this country increased 50 per cent over 1927 following the cessation of revolutionary hostilities. The clarification of the political atmosphere has resulted in a recovery of China as a market to a degree that is now

becoming consistent with that country's reputed promise.

Japan: Exports for 1928 increased by about 8 per cent. For the full year they are estimated at about \$250,000,000, or 5 per cent of America's entire export trade.

Altogether, exports to Asia have increased 12 per cent, representing a gain of \$60,000,000 for 1928 over 1927.

South America: There was a gain of 7½ per cent. Argentina led with purchases estimated at \$160,000,000, almost 10 per cent better than in 1927.

Central America: There was a normal gain of about 7 per cent.

Canada: Again maintained its place as the best customer with purchases totaling more than \$800,000,000. This represents practically \$900 per capita for the Dominion, the largest per capita business done between any two large nations in the world.

Europe: Very little variation from 1927. The total of about \$2,300,000,000 represented about 48 per cent of the export trade of the United States as against more than 60 per cent usually held before the war. Sales to Russia increased about 20 per cent for the year, amounting to about \$80,000,000 or approximately twice as much as sales to Russia in 1913.

The largest increase in European trade was with Italy which gained almost 30 per cent over 1927. American exports for 1928 amounted to about 20 per cent of Italy's entire import trade, a larger proportion than that nation purchases from any other nation.

There was a slight falling off in exports to the United Kingdom and Germany, due to reduced purchases of wheat and cotton, general trade showing a slight advance. German export trade for 1928 is estimated to have reached a volume of about 85 per cent of pre-war exports and, it is expected, should attain close to parity with 1913 during the new year.

Exports to France increased about 3 per cent and to Spain about 8 per cent.

*Worcester, Massachusetts***\$10,273,124 Increase**

The prosperity of a community may well be gauged by the increase of its cash assets.

Savings deposits represent part of the excess of earnings over expenditures of the great mass of people.

The "Business Review of Worcester," published by The Worcester Bank and Trust Company, December 15, 1928, gives figures for savings deposits in Worcester Savings Banks for the year ending October 31st. The figures show an increase in savings deposits of \$10,273,124.

The increase in savings for five years was \$36,080,014. So the savings for the year ending October 31, 1928, exceeded the average yearly savings of five years by \$3,056,962.

These figures are for the regular savings banks only and do not include those for the savings departments of the commercial and industrial banks and of the co-operative associations, which also show increases but whose figures are not yet available.

In this prosperous community The Telegram-Gazette has so dominant a place that comparisons are useless.

Worcester has approximately 204,000 population—approximately 50,000 newspaper buyers. The Telegram-Gazette every day sells them 56,768 papers.

In the suburban territory (average 18-mile radius) there is approximately 206,000 population. The Telegram-Gazette every day sells there 33,247 papers.

The city and suburban territory has approximately 89,000 families. The Telegram-Gazette sells them every day 90,015 papers.

Total net paid circulation.....	100,288
Within 18 miles of center of the city.....	90,015
Within 25 miles of center of the city.....	96,813

THE TELEGRAM-GAZETTE*Worcester, Massachusetts***George F. Booth, Publisher**

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

How much of Boston advertising cor?

Boston is steadily growing in population—not merely the municipal area, but that rich territory immediately surrounding the city proper and which, for all sales and advertising purposes must be regarded as an integral part of Boston itself.

Boston's per capita wealth is unusually high. As a natural result Boston offers a rich and profitable market for sales development. How much of this desirable market your advertising covers depends on how much of Boston you have chosen to serve—knowingly, or otherwise.

If your advertising is being carried by the Boston Herald-Traveler it is reaching the more desirable market in Boston. If you are not using the Herald-Traveler but do use one of the other three newspapers, your advertising is reaching an entirely different market, for Boston's four major newspapers serve a divided population. This condition is clearly defined and each paper serves one or the other of the two groups. This separation is not between rich and poor. It is the result of evolution—a slow process of division that has been going on for more than a century through differences in sentiment, tradition, heredity and environment.

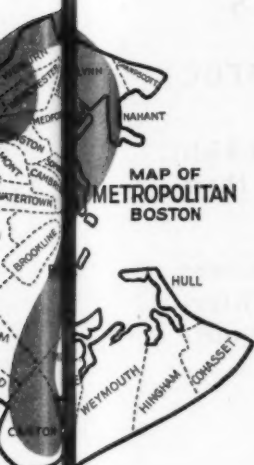
Boston offers the fourth greatest market in America to National Advertisers. Within a fifteen minutes' ride from the center of the city are the homes of over two and a half million people. But this



B O S T O N H E R A L D

Advertising representative:
GEORGE A. McDEVITT CO.
250 Park Avenue, New York, N. Y.
914 Peoples Gas Building, Chicago, Ill.

f Boston does your vesing cor?



profitable market is a divided one. No one newspaper can, or even tries, to cover more than one of the two population groups.

The Boston Herald-Traveler carries, and has carried for six years, the greatest volume of National Advertising including all financial, publication and automobile advertising of any Boston Newspaper. This should convince anyone that the Herald-Traveler circulation is among that group most responsive to quality and brand advertising. Herald-Traveler readers pay the greater proportion of income taxes according to tax returns. And this is the group that the Herald-Traveler has deliberately elected to serve.

The other three Boston newspapers differ from the Herald-Traveler in almost every respect. These three have a similarity of appeal. Typographically they are alike. Their policy of news emphasis is similar. Politically they are of the same conviction. Between them, they serve the *other* group.

Your advertising then must be planned to do one of two things. To reach a *part* of Boston's rich market—one of the two groups—or to cover the entire population. To cover it all, the Herald-Traveler is indispensable and must be used to influence the more important division. One of the other three papers can be chosen to team up with the Herald-Traveler to reach most of the remainder.

AD - T R A V E L E R

For six years the Herald-Traveler has been first in National Advertising including all financial, automobile and publication advertising among Boston papers.

Intimate Contact
with
33,021 Leading Retailers
and
6,229 Wholesalers
Surely a Potent Force

B'nai B'rith, the National Jewish Monthly, reaches them at their homes.

It is talking to them as consumers and concerning their vital interests. These people are logical outlets for your merchandise.

Total Distribution
69,916 A. B. C.
\$300 per page

B'nai B'rith Magazine
The National Jewish Monthly

40 Electric Building, Cincinnati, Ohio

DWIGHT H. EARLY
100 N. La Salle Street
Chicago, Ill.

OSCAR R. GOTTFRIED
11 W. 42nd Street
New York, N. Y.

How an Advertising Agency Conducts Its Prospect File

A System for Following Up Clients, Prospects and Other Individuals Who May Influence Sales

By Mac Martin

President, Mac Martin Advertising Agency

WHEN an advertising agent is giving advice to the sales manager of one of his clients, it is usual to hear frequent references to the advertising waste caused by failure to follow up prospects properly. Yet in my many inquiries among advertising agencies as to the systems they themselves employ in following up prospective clients I am led to believe that the agency business is as lacking in this respect as any other.

Every advertising agent knows that "tips" are in general of little value despite the fact that they seem to be the principal stock in trade of the average publishers' representative. Then why should an agency's selling effort consist of a mad chasing of this will-o'-the-wisp?

The other day I asked one of the executives of a leading New York agency what system he employed for keeping track of his prospect list. He told me that while in the past each account executive had been "going it on his own," the agency had recently assigned the direction of this work to one of the officers of the company; that this officer had made up a list of prospects and was now attempting to find out how many people in the organization knew those prospects personally or were members of the same clubs.

"And what does he do then?" I inquired innocently.

"Oh, he hops on us now and then to see that we keep after them," was the reply.

"Do you have any regular method of circularizing?" I inquired, it being one of the first questions an advertising agent usually asks of a new client.

"I believe there used to be something sent out from time to time," he said, "but really unless a prospect is very hot we do not spend

much time on him, and then we all go after him for all there is in it. If we win, we win, and if we lose, we try to forget it just as fast as we can; for here in the East there are new ones popping up so fast that it does not take us long to forget those we've lost."

Here in the West conditions are quite the reverse. New

clients in a position to spend a sufficient amount of money to make the rendering of the service profitable to an agency ripen so slowly that if we do not pick the fruit in season we are in danger of going without apples for the rest of the winter. Furthermore, there are still so many manufacturers who, while spending a little money which they casually budget as their "advertising appropriation," have so little conception of the important place that advertising should take in their businesses that we agents out here have got into the habit of considering it our duty to sow a few seeds even if we do have to wait a decade or so before they bear fruit.

PRINTERS' INK has asked me to explain a follow up plan which we worked out in this agency a great many years ago.

***H**EREIN is described the system followed by a Western advertising agency in conducting its direct-mail follow-up of possible clients. Every agency has a system of its own for this purpose, though some of them would hardly deserve the name. We feel certain that every agency executive will want to read Mac Martin's description of how he keeps tabs on hoped-for customers.*

We do not publish a house organ. We are too small. We do, however, have a mailing list and to this list we send what I started years ago to call "Merchandising Reports." Whenever a member of this agency unearths something that we feel is a real contribution to advertising or may be of any help to possible advertisers in this territory, we save it for these "Merchandising Reports." Whenever we run across an article in PRINTERS' INK or in any other publication which we think may be of real service to our prospects we reprint it in one of these "Reports."

During the first two years, we issued "Reports" monthly, but we soon found that people began to expect them as though they were periodicals; and so we lengthened the time of issuance and changed the dates until now we get them out about four times a year, and we feel that we are more certain of their being read.

Some of the subjects taken at random from a list of about fifty will indicate the contents of the "Reports."

How Much to Spend for Advertising.
The Minneapolis Market as a "Try-out" Territory.

Keeping Records of Advertising.
Getting a Line on Friend Competitor.
Advertising and the Business Death Rate.

Can Advertisement Shapes Be Standardized?

Can a Manufacturer Ever Afford to Stop Advertising?

National Advertising and the Stock Market.

No one of these "Reports" is ever prepared as a solicitation in any sense, but it must contain vital information and ideas which will be of some assistance to a prospective advertiser.

Our mailing list is divided into four divisions: A. Clients; B. Active Prospects; C. Inactive Prospects; and D. Influencing.

On the "Influencing Cards" we put names of the directors of all of the local banks and bond houses together with the names of other prominent men, publishers, and capitalists who might prove influential in directing the placing of advertising. The information re-

quired for the "Influencing Cards" is the name and address, the man's business and social connections, what specific influence he may have and the date of the card.

In making up the cards we attempt to fill out all the information possible according to the space given, being sure all initials and titles are correct; for, as everyone knows, the quickest way to lose a friend is to get his name incorrectly.

The cards for active and inactive prospects contain more detailed information. In addition to the name of the company and the address, the telephone number is also recorded. On the left-hand side of the card the men in the organization are listed "in order of influence" and a star is placed in front of each name to whom correspondence should be sent.

On the right-hand side of the card we attempt to get as much of the following information as possible and we place it in this order both for convenience and to indicate relative importance:

Month to see:

Product:

How distributed: (whether through wholesalers, direct to retailers, or direct by mail.)

Territory covered: (and this is very important in the Northwest where so many concerns have not yet even attempted national distribution.)

Volume of Business and Date of that Volume:

Advertising Appropriation: (This, alas, is usually from rumor and is in great danger of being inflated.)

Advertising Media Employed:
Commercial Ratings:

In January and July, when the new R. G. Dun and Company Reference Book is issued, a secretary goes through all the client's and prospect's files, both active and inactive, and records the new commercial ratings on the cards. This record of the rise or fall of the commercial ratings year after year tells a very fascinating story and may save some account executive, who has grabbed his hat at the first whisper of a publisher's representative, a useless call.

Then we have another section on these cards which is very illuminating. It is the record of the advertising agencies, if any, employed

A quarter of
a million *plus* one
hundred thousand
homes
with over one million readers that you
can reach
at
a
ridiculously low
rate

350,000 homes
@ 61175. per page

THE QUALITY THREE

ATLANTIC -- HARPER'S -- SCRIBNER'S

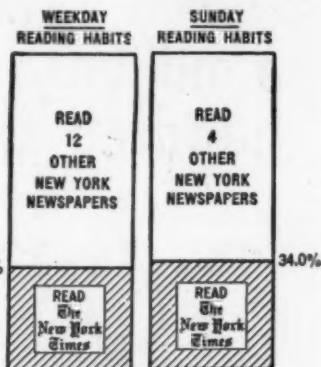
597 Fifth Avenue, New York



More Actual Automobile York Market Read The Any Other

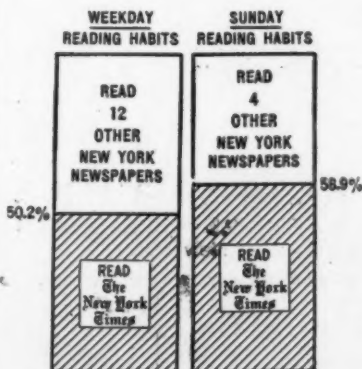
Of All Automobile Owners in New York City—

32.4%* read The New
York Times weekdays;
34.0%* read The New York Times Sundays.



The New York Times weekdays reaches 31%† more families with incomes of \$5,000 or over than any other New York newspaper, morning, evening, or Sunday.

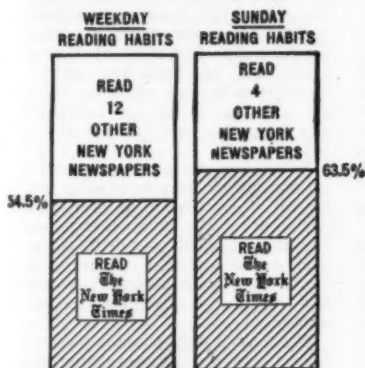
The New York Times Sundays reaches 52%† more families with incomes of \$5,000 or over than any other New York newspaper, morning, evening or Sunday.



Of All Automobile Owners with Incomes in Excess of \$7,500 Annually—

50.2%* read The New
York Times weekdays;
58.9%* read The New
York Times Sundays.

mobile Buyers in the New New York Times than Publication



Of Families in
New York City
with Annual
Incomes in
Excess of
\$5,000—

54.5%† read The Times
weekdays;

63.5%† read The Times
Sundays.

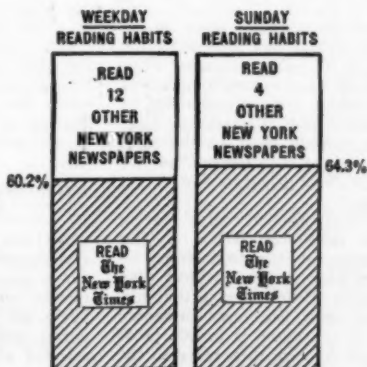
About half† of The Times circulation goes to this income group—a greater volume and a greater proportion than any other newspaper.

Of Those
Families with
Incomes in
Excess of
\$10,000—

60.2%† read The Times
weekdays;

64.3%† read The Times
Sundays.

About one-fifth† of The Times
circulation goes to this income
group—a greater volume and
a greater proportion than any
other newspaper.



*A Study of the New York Market, by New York University for The World.

†Survey made by The American Association of Advertising Agencies.

by the prospect together with the dates of such employment. When the new copies of the Standard Advertising Register are received, a secretary checks the information as to agencies with our prospect files. When you have kept a prospect file like this for fifteen years, there are some cards on which this one section is so filled that you will either have to make out two cards for these advertisers or, better still—throw the first card away.

At one time we used the back of the cards for recording by dates both mailings and calls made on these prospects; but we found this too much of a burden, as by simply verifying the date the card is made out with the mailings issued since that date, we have a sufficient record of the amount of circularizing any prospect has had.

We used also to have another section on the back of the card—and right here let me stop to say that these cards are eight inches wide and five inches deep, or it may be thought that they are the size of a newspaper. This section was headed "Remarks." Such a section is always dangerous on any card, and we have found our Remarks Column on the Prospect Card has grown into an entirely new file all its own called "Prospect Call Reports." These "Prospect Call Reports" are dictated after an account executive has returned from calling on an active prospect. They contain all of the important information which may be mentioned by the prospect in that interview. They used to contain most of the sales talk in lieu of information, but we have got them down to that extent any way.

The "Call Reports" save a great deal of time too. When a "hot tip" comes in, the first thing we do is to look in the prospect card file. If the name is not in that file, we look into the Dun reference book. If the name is in our prospect card file, we then refer to the "Call Report" file. There we often find records of call after call over a period of years which is very illuminating. In comparing the name of the man mentioned in the tip with the names on the prospect cards and the names in the "Call

Reports," we may discover that somebody has died or obtained a new title; but we also may find that the "important official" still holds the title of office boy! At any rate we have a record of what has happened in the past, and we are able to plan our attack more intelligently.

The prospect file is first indexed by States and next by cities where there are large cities in each State and the cards are placed in alphabetical order. The cities of Minneapolis and St. Paul are indexed alphabetically, and whenever there are a large number of cards for any city, they are indexed alphabetically.

When any one of the executives of the agency goes to another city to call on a prospect, he first takes a list from the prospect file and the influencing file of all the names that appear in that town. This keeps him from feeling lonesome and has many other obvious advantages.

We record only possible national advertisers in our prospect list and these we limit to our immediate territory in the State of Minnesota, the Western half of Wisconsin, the Northern half of Iowa, and the Dakotas. At the present time I do not believe that there are a dozen possible national advertisers in all of North and South Dakota.

Our influencing list totals about 200, and our prospect list about 500 of which we try to make ourselves believe thirty are more or less active. We have that many in our active prospect file, at any rate.

How Many Clients Should an Agency Have?

And our clients' file—with such a system going along year after year for a decade or more, how many clients should an agency have? Well, we have a dozen, and this dozen has been pretty carefully selected after a lot of hard work out of a much larger group which might have been perfectly willing to let us "write their ads for them" if we had been content with letting it go at that.

It seems to me that the principal thing to emphasize in a follow-up

system is the necessity for information about prospects in a territory and a specific workable plan for assembling and preserving such information.

We have no sales manager, and I do not believe that any agency wants to claim that it has. The big question for every prospective advertiser is the proportion of the 15 per cent commission that the agent is actually going to put into the service to him. Therefore a follow-up system should be devised so as to dispatch the agent's duty to the publisher—that of developing possible prospects—at the least expense; because in the long run the cost of that development work has to be taken out of the 15 per cent.

The foregoing is doubtless the reason advertising agents do not like to talk very much about the subject. Through the years, in an effort to keep away from wasting time and chasing smokestacks, we have simplified our follow-up methods to the point where I am now willing to hand them out for whatever they may be worth.

Death of J. F. Cremer

Jack F. Cremer, vice-president of Mac Manus, Inc., Detroit advertising agency, died at that city recently. Before going into the advertising business, he was a well-known political writer in Michigan, representing the *Detroit Journal* and the *Detroit Free Press* at Lansing for many years.

Joining the Mac Manus agency originally in a copy capacity, he developed a keen interest and ability in merchandising. Mr. Cremer was especially known for his work on automobile accounts, having been associated with the advertising of the Cadillac, Chrysler and Champion Spark Plug companies.

Mr. Cremer, whose association with the Mac Manus agency extended over a period of many years, was forty-eight years old at the time of his death.

Appoints Carlisle Agency

The Sally Middy Company, Inc., New York, has placed its advertising account with the Carlisle Company, advertising agency of that city. School papers, magazines and direct mail will be used.

The Richmond, Calif., *Times-Dispatch* has appointed the R. J. Bidwell Company, San Francisco, publishers' representative, as its advertising representative in the territory west of Denver, Colo.

To the Simple, All Things Are Simple

S. ROLAND HALL
EASTON, PA.

Editor of PRINTERS' INK:

A problem has arisen in this morning's mail on which I sadly need help.

One of my correspondents, who has been debating devoting some spare hours to the study of advertising and selling, has apparently changed his views and is thinking of establishing a magazine.

He asks: "Is it necessary to have much experience?"

Now, you have had considerable experience in running a magazine and have had an opportunity to observe the experience of other publishers. Does this business of yours, which looks so easy from the outside, really require any experience? Isn't it a mere matter of renting an office, writing a few editorials, getting a few contributions, having the paper printed and then the mere detail of picking out a bank or so for the depositing of the money that comes in from subscriptions?

Advertising? Oh yes! My correspondent has thought of that, and asks further, "Would it not be easy to finance a magazine largely from the advertising carried?"

Isn't this easy, too? As a matter of fact, isn't the soliciting of advertising largely wasted effort? Couldn't publishers sit tight and just let advertisers who have lots of money to spend and who are really not very careful how they spend it bring orders in every morning on silver platters?

Seriously, I have advised my correspondent not to start his magazine unless he has at least a half-million in cash and some ten to fifteen years of good hard experience. Even at that, I think if I were in his place I would hold on to the half-million and not start the said magazine. Do you recall the famous story of the mail-order saw-mill manufacturer who couldn't get a reply from one of his rural correspondents after giving him a quotation of \$10,000 for the needed saw-mill. Finally the rural inquirer wrote, in reply to an insistent letter from the manufacturer as to why he hadn't ordered: "If I had \$10,000, what in h-l would I want with a saw-mill?"

S. ROLAND HALL.

Frank B. White to Open Eastern Office

The Frank B. White Company, Chicago, advertising agency, has opened an Eastern office at Lancaster, Pa. J. G. Fisher, formerly of Fisher Brothers, New York advertising agency, will be in charge.

G. C. Cusack in Charge of Dry Ice Sales

George C. Cusack, who has been with The Dry Ice Corporation, New York, since that company started, has been appointed general sales manager. He succeeds H. C. Berkeley, resigned.

"I
Indebted to
his imagination
for his
facts"

•

The E R I C

381 FOURTH AVENUE, NEW YORK...EARLY

me
Bu
ou
Ex
for

K
IN



Richard Brinsley Sheridan, famous Irish dramatist and wit, meant no compliment when he released that barbed phrase. But his epigram can be adapted to modern business—without the satire. Personify the progressive advertising agency. Expand slightly. And you read: "Indebted to his imagination for the interesting, profitable use of his facts."

Could you have a better definition of the successful agency?

C
RLY
K S O N Co.

IN 1929 THE N. Y. CENTRAL BUILDING

Why Kelly-Springfield Has Added a Line of Tire Accessories

The New Line Has Given the Company a Chance to Get a Start with Some Dealers and Has Closed the Door to Competition with Others

By Charles G. Muller

ABOUT a year ago the Kelly-Springfield Tire Company decided that its basic tire line, which had been backed by years of national advertising and had wide distribution, could be expanded so that tire dealers might have available a complete line of Kelly-Springfield tires and accessories, the accessories to run the gamut of standard items from tire tape and patches to tire valves and gauges.

These accessories, added to round out the established line, have been advertised to the trade since September and have added impetus to general sales as well as given salesmen entree to many prospects whose doors hitherto were closed.

According to Charles Samson, manager of the accessory department, the plan of rounding out the long established tire line offered three main advantages:

"First, it would make present dealers 100 per cent Kelly dealers, because they would have everything from tires to patches and would have no need to go outside for part of their equipment needs. Second, the accessories line would serve us as an entering wedge on prospective accounts to whom it was impossible to make initial sales of tires. And, third, there was a certain class of account—accessories jobbers, some of whom do not carry tires but who do carry patches and so forth, as well as hardware jobbers—whom we could reach through the additions to our standard line.

"Beginning about a year ago

with a repair kit which we introduced through our salesmen, we gradually added other accessories to this nucleus until now we have a full line which we supply to dealers so that they can be high-grade merchants. We have built up this line so as to provide all tire



The Famous "Lotta Miles" Is Being Used on Packages to Introduce the New Line

necessities for such complete service as offered by so-called super-service stations of the Pacific Coast, our company in some instances acting as distributing agents for merchandise such as tire valve parts. In other words, the additions to our primary tire line enable us to offer dealers, through the regular Kelly-Springfield sales organization, anything they need for diversified service. We are encouraging our customers to make of their shops stations which can handle any tire job."

While the first repair kits were introduced by salesmen so as to

In 1928

Advertisers bought more space in
HARDWARE AGE
Than in the three other
National Hardware publications
combined

The overwhelming choice of advertisers in the hardware field is **HARDWARE AGE**. Year after year it maintains a substantial lead in

- number of advertisers
- number of exclusive advertisers
- number of advertising pages

"A U. B. P. Publication"

HARDWARE AGE

239 West 39th Street, New York City

A. B. C. — CHARTER MEMBER — A. B. P., Inc.

The New Fairchild Publication
RETAILING
Offers ADVERTISERS—

- 1 A circulation at present of 30,194 (A. B. C.)—with a readership *among store executives alone* that far exceeds this figure.
- 2 A service on home furnishings, housewares and electrical household goods that goes *every week* to the buyers, merchandisers, store owners and other retail executives in stores throughout the country. No other publication—*specializing in these fields or not*—provides a like service that goes *every week* to such a large group *whose job it is to buy*.
- 3 A service on chain store merchandising and management, read by the men who operate and buy for chain stores throughout the country.
- 4 A service on management and merchandising methods for department and specialty stores which is rated by store

executives as *the most practical and informative material of its kind*. These are the same executives who control the purchase of \$60,000,000 worth of store equipment yearly.

- 5 A "whole-store" publication whose co-ordinated news and ideas for all departments make it essentially a medium through which the advertiser can gain access to *every influential divisional head* of the store, as well as to every resident and group buyer.
- 6 The faith and belief of both the manufacturing and retailing fields in the integrity of the Fairchild Publications—an attitude which has been built up through years of honest, accurate, enterprising reporting of news and ideas.

Advertising Department

RETAILING

A Fairchild Publication

8 East 13 St., New York

ALGonquin 5252

give the selling organization an opportunity to tell a new story to customers, the company has used direct-mail and business-paper advertising to sell the complete accessories line. The direct-mail effort has consisted of a circular—without any enclosed letter—sent to about 26,000 dealers over a period of time. These dealers composed the list of regular Kelly customers as well as a group of special prospects in all territories of the United States. The circular, four pages in color, contained an illustration of each product.

Besides picturing and explaining the various new items, the folder pointed out that "the Kelly line of accessories has been limited to those fast-selling items on which the dealer can be assured of a quick turnover." Its last page made two special trial offers to convince dealers of this statement. The first offer, priced at \$17 and said to be worth \$20.91 at regular prices, was made up chiefly of accessories for the consuming motorist, the assortment containing patches, repair kits, tire tape, and tire paint, attractively packaged so as to be convertible into window and counter displays. The second assortment at \$12, "worth \$14.60 at regular prices," was offered to give the dealer a thorough try-out of repair materials used in shop work.

In addition to this introduction, salesmen were provided with price lists which also were made up in colors so as to seize and hold the dealer's attention.

Advertising began concurrently with mailing of the circular, which was about the beginning of September, pages being used monthly in two dealer publications. This advertising, as did the circular, announced the new full line of Kelly accessories and repair materials and pictured the two trial assortments.

Packaging of this new line was made particularly effective through adoption of a standard color scheme and the bringing back to life of an old and well-known trade character—Lotta Miles. Tube boxes had been yellow, but the company de-

cided that the new line should be more distinctive, with the result that tests brought a combination of blue and vermillion which has shown itself to have sales appeal and to be satisfactory for use in average tire shops where boxes are given hard wear.

Among other factors in the adoption of the new packages, the company considered the ability of the carton to act as its own counter and window display, with the result that cartons holding accessories in dozen units are boxes which when opened become display stands. On such boxes is Lotta Miles, the figure which Kelly-Springfield made nationally prominent in past years. The thought in putting this figure into the new line was that it would help to introduce the accessories by tying up in the consumer's mind the smaller items with the national tire advertising which previously had featured the girl.

Results from the rounding out of the Kelly line are reported to have been very satisfactory, one of the outstanding being the fact that the company's salesmen are selling the entire line with greater enthusiasm now that they can approach the trade with a full list of tire necessities instead of with tires only. Secondly, the complete line helps to close the door of many Kelly shops to competition. Thirdly, it acts as a wedge for Kelly salesmen to use in getting into shops which have not a full line; through the sale of accessories, later sales of tires are made.

A fourth result of rounding out the line is always to provide the company's salesmen with something new to talk to their dealers about and thus to make them welcome for their new ideas. In addition to this the company has, fifth, added to the volume of sales without increasing its sales force. And, sixth, the full line has served to increase profits because a group of accessories such as this offers a larger margin than does the standard line of tires and tubes.

The Northwestern National Bank, Minneapolis, has placed its advertising account with the Harrison-Guthrie Agency, advertising, of that city.

Color and Design Help Fabrikoid Enter Home Market

How the Modern Demand for Better Design and More Color Is Giving Fabrikoid, Long Sold as a Material for Use on Other Products, Its Own Household Market

By Roland Cole

THE story to be told here is interesting on three grounds:

First, it is interesting to manufacturers who desire to establish a home-consumer market but who now sell their products in unfinished or partly finished form to other manufacturers.

Second, it is interesting because it tells how one manufacturer produced a wholly new line of merchandise out of a product which has been an established article of commerce for over thirty years and entered a new market without encroaching upon his established market.

Third, it is interesting to other manufacturers who want more information upon the present-day tendency toward beauty, design, color, simplicity, variety and adaptability in articles of merchandise for personal and household use.

Fabrikoid is made by the Fabrikoid Division of E. I. du Pont de Nemours & Co., Newburgh, N. Y. It is the result of a long process of development, dating back to 1895. The expansion of the automobile industry about 1900 gave Fabrikoid its first big opportunity. The growing demand for leather for upholstery sent prices for leather and leather products skyward, and Fabrikoid was widely adopted by automobile manufacturers. Other markets were sought until today Fabrikoid is used in the manufacture of an almost interminable number of articles.

The growth of the Fabrikoid business in the so-called industrial field, where Fabrikoid is sold to other manufacturers for incorporating it into their products, has

been remarkable. Among the increasingly large number of Fabrikoid customers, however, one has been conspicuously absent, namely, the American housewife. Not until 1927 did the company see its way clear to approach this tremendously important customer with a Fabrikoid product which she could

DESIGNS IN THE MODERN MANNER *now skyrocket Fabrikoid sales*

OFFERING color for the home in a fast-moving new form, Fabrikoid Fabrics have achieved a swift success all over the country. And now they add new beauty—designs modern in spirit, harmonizing in color, applied by a new sublimation and stencil process.

These designs, like Fabrikoid itself, are washable, waterproof, and wearproof. They lend new charm, new color to such old uses, but demand nothing from the durability that has won for them the Prime Fabrics their remarkable popularity.

Fabrikoid Fabrics are sold by the yard or based like linens in such decorative uses as curtains, drapes, slippers, bedspread covers. They suggest a hundred novel possibilities for color to every woman who sees them, and their practical advantages are amply unique.

These new Fabrics meet a real need—offer no unusual opportunity to catch on the verge for color and the modern in design.

E. I. DU PONT DE NEMOURS & CO., INC.
Fabrikoid Division, Newburgh, N. Y.



Fabrikoid Fabrics



E. I. DU PONT DE NEMOURS & CO., INC.
Fabrikoid Division, Newburgh, N. Y. See also
other color and design fabrics in the
complete line of Fabrikoid Fabrics.

Name _____
Address _____

Full Pages in Color Are Being Used to Reach
Retailers with the Fabrikoid Fabric Story

buy and use, not as a part of another product, but as an individual and distinct all-Fabrikoid article, called by its own name and having a function and use that was all its own.

The first form in which Fabrikoid was offered to women was in bulk, or rather it was sold to retailers and to the linen, art needlework, fabric and upholstery departments of department stores in

The U. S. Department

in "The Atlas of Wholesale



points to this
as St. Louis'
primary
wholesale
grocery market

And it has been endorsed by other trades, too, as closely approximating their layout of wholesale distribution

STATE lines do not define markets . . . As pointed out by the United States Department of Commerce in its Atlas of Wholesale Grocery Territories . . . "many of the major distribution points of today are actually on state boundaries serving advantageously portions of two or more states."

This is true of St. Louis . . . capital and metropolis of the compact and concentrated market known as The 49th State.

The trade influence of St. Louis spreads out from the metropolis 150 miles in every direction—through the greater portion of Missouri and Southern Illinois, and into Indiana, Kentucky, Tennessee and Arkansas.

To guide manufacturers and

This Grocery Market at a glance

POPULATION

	Entire Area	
	Gives in Atlas St. Louis	
Total People	- 2,644,666	772,897
Families	- 660,984	190,640

GROCERIES—RETAIL

Grocery stores	- 6,000	2,672
General Stores	- 2,000	36
Total Retail Grocers	10,188	2,699

GROCERIES WHOLESALE

Class A Wholesalers	- 75	32
Class B Wholesalers	- 25	4
Class C Wholesalers	- 32	16
Total Wholesale Grocers	132	42

Figures from "The Atlas of Wholesale Grocery Trading Territories"

St. Louis

Globe

NEW YORK
F. St. J. Richards
Room 1200
41 Park Row
Phone: Cortl'd 0504-5

CHICAGO
Guy S. Osborn, Inc., 360 N. Michigan Blvd.;
Phone: State 4107
Charles H. Ravell, Financial Advertising,
332 S. La Salle St.; Webster 2770

DETROIT
Jos. E. Scolin
3-241 General
Motors Bldg.
Phone: Empire 28 Market

AN FRANK
Jes G. Eck
J. J. Bidw
Market

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Largest District of

Department of Commerce

Wholesale Grocery Territories"

distributors of products sold in grocery stores, the Department of Commerce has delineated the major markets of the nation to show those trading areas which, by reason of transportation facilities, geographical conditions and human habit, are the most easily and economically worked by sales forces.

The Department of Commerce defines the primary wholesale grocery market of St. Louis shown in the map on the opposite page.

It is not mere coincidence that this area does coincide so closely with The 49th State, for this is the natural trading area of St. Louis.

This rich, concentrated market is covered by one daily newspaper . . . only one. The St. Louis Globe-Democrat is the only daily newspaper which even *claims* to cover it.

Daily, The Globe-Democrat is read by 65.3% of all the families in metropolitan St. Louis. And daily it goes out into the 49th State where, in 800 towns, it reaches 20% or more families.

If you are marketing a food product in the St. Louis territory, Globe-Democrat coverage and sales influence can help your organization to build up distribution and increase your sales, at low cost.

If you have not yet entered this market . . . do so. The people are here. And retail outlets are here. The wholesale outlets are here . . . and the sales machinery can be started without lost motion by taking advantage of the complete marketing information gathered by The Globe-Democrat. No advertiser could obtain this valuable information in the field without tremendous expense and loss of time. To those who are sincerely interested, The Globe-Democrat offers this information without charge.

Not only in the grocery line, but in every field of selling, The Globe-Democrat is the big factor for business development in the St. Louis market.

St. Deest of Chicago

Globe-Democrat

ETROIT
R. Scol
al Gen
tors Bldg
: Empli

AN FRANCISCO
les G. Eckart, care
J. J. Bidwell Co.
2 Market Street

SEATTLE
Henry R. Ferris, care
R. J. Bidwell Co.
Stuart Bldg.

LOS ANGELES
O. S. Waters, care
R. J. Bidwell Co.
Times Building

LONDON
Dorland Agency
Ltd.
16 Regent St., S. W. 1

rolls. It should be kept in mind that this merchandising campaign of the du Pont company to retailers was predicated upon a certain general knowledge that women already possessed about Fabrikoid. In its campaign to the retailer, the du Pont company called upon the resources of its own sales promotion and development bureau, and its experience of many years in working with other manufacturers in adapting Fabrikoid to various purposes. It provided the retailer with suggestions in the form of advertising literature, for store distribution, and use in the mails, on the many uses for Fabrikoid in the home. Sample racks for display in the dealer's store, window and counter cards, and other dealer helps, as well as small sample books and pamphlets to be given to the interested prospect, were distributed. Among the uses for this new bulk Fabrikoid were bridge sets and lamp shades; fancy pieces made by appliqué and embroidering; wall-hangings, telephone book covers, doily sets, covered waste baskets, lamps shades, bookends, screens, covers for sofa and porch pillows, desk sets, fancy boxes, table covers, scarfs, house aprons, and countless other articles.

Along with the campaign of merchandising on bulk Fabrikoid, the company began experimenting, in co-operation with a manufacturer having proper equipment, with the getting up of a line of yard goods with edged borders for shelving, and cut pieces for table clothes, doilies, table runners, throws, draperies, luncheon sets, bridge table covers, and the like, which could be packaged and branded with the du Pont trade mark. One of the problems encountered in the selling of Fabrikoid in bulk, or yard goods, was that of trade-marking it so that the woman buying it could be sure it was genuine du Pont Fabrikoid. Fabrikoid cut pieces, even when packaged, have on their reverse side a sticker, a woven label, or a printed stamp, containing the du Pont oval trade-mark. But yard goods, sold to the retailer in rolls, could not be similarly trade-

marked, for manufacturing reasons, and when cut, bore upon the piece nothing to show it was du Pont Fabrikoid.

Therefore, the company worked out a method of trade-marking the rolls of bulk goods which has proved to be effective, namely, the pasteboard core, or tube, upon which the Fabrikoid is wound, has inserted or countersunk in each end a wooden plug bearing the du Pont oval and the words, "Genuine du Pont Fabrikoid Fabrics," and the outside wrapping of each unbroken roll bears two du Pont Fabrikoid trade-mark stickers. This feature is mentioned in the company's business-paper advertising and dealers are asked to examine Fabrikoid yard goods for these marks and to point them out to their retail customers.

A New Manufacturing Situation

Problems connected with the preparation of the Fabrikoid line for distribution through wholesale and retail trade channels have been many and various. Up until the time the company entered this field, Fabrikoid was manufactured in bulk, as it still is, for manufacturers who buy it for incorporating it into their products. When the Fabrikoid Division of the du Pont company considered entering the retail field, it was confronted with a wholly new manufacturing situation in turning yard goods into cut pieces—edged shelving, table cloths, doilies, table runners, and the like, and the packaging of such a line. Besides the cutting up of the bulk Fabrikoid, which is manufactured in flat colors, or tints, there was the problem of adding other colors in the shape of border designs and decorative figures, and the process of applying these additional colors, to say nothing of originating the designs and color combinations.

Whether to enter this field by creating a number of new manufacturing departments, or even building a new plant, was a question which the company solved in an obvious and practical manner, namely, by arranging to have the additional manufacturing, after

the production of the yard goods, performed by a manufacturing-distributor with adequate facilities for performing the two very important functions of making and selling. For selling, or the distribution of the household line of Fabrikoid articles to the wholesale and retail trade of the country, was as distinct and peculiar a function as the manufacture of such a line, as compared with selling an industrial product to manufacturer-customers. Had the Fabrikoid Division of the company decided to undertake its own manufacturing of its line of household Fabrikoid, it would have had to organize a new sales force with knowledge and experience in contacting wholesale and retail outlets in the textile, housefurnishing and hardware fields.

It is no part of the present author's intention to burden the reader with any discussion of the question of whether the modern tendency in design is good or otherwise. Many of the evil effects are unquestionably due to the work of extremists and those designers and manufacturers who, at the first twitter of a new fad or indication of a change in style, go off the deep end, scrap or reject everything in present vogue, and attempt to anticipate the future by bringing out designs that are not introductory or transitional, but "the limit." Thus retailers are stocked with bizarre and unsalable merchandise which the public will not touch, and critics denounce the new movement and say it is artificial and ephemeral. Whatever else may be implied by the word "modern" in design and color as applied to merchandise, a few of the practical meanings of the term, so far as an article like Fabrikoid is concerned, are straight lines, simplicity, less decoration, ease of cleaning, wider use, and variety of design and color.

The use of color in the home is increasing, not only from year to year, but also from month to month, with better colors, better combinations, and better taste in their use. The vogue for "color in the kitchen" is thought by many

to be on the verge of a tremendous development. This modern vogue for color, and du Pont's facilities for producing Fabrikoid in base designs and flat colors, and the combined facilities resulting from the association of du Pont and its manufacturing-distributors for producing Fabrikoid cut pieces in styles, designs and colors, is the situation which constitutes the merchandising opportunity noted in the title of this article.

So this is the story: During the summer of 1927 the Fabrikoid Division of the du Pont company decided to attempt to break into the retail market with a line of household Fabrikoid articles, and to this end it completed its arrangements with the first of its manufacturing-distributors to transform the bulk Fabrikoid into edged shelving and cut pieces. In consultation with its manufacturing-distributor, it created the ideas and devised the line of articles and the various patterns and color combinations in which they would be offered to the wholesale and retail trade, and, through them, to the American consumer; and, also in consultation with its manufacturing-distributors, it organized a sales and advertising campaign directed to the trade.

Full Pages in Color Used

The advertising campaign began with the January, 1928, issues of a list of business papers reaching department stores and other dealers in housefurnishings, linen, art goods and hardware. Full pages, in two colors, have been used monthly in these publications throughout the current year to inform retailers of the new Fabrikoid line. The gist of the story told in these advertisements throughout the year has been "color and decoration in the home," as indicated by some of the captions used in these advertisements, namely, "New! Washable, Waterproof Fabrikoid Articles. To meet the popular demand for color in the kitchen"; "Color . . . Color . . . Color . . . a hundred household uses for Fabrikoid"; "The biggest 'color' story of the year"; "Fabri-

A STATEMENT

AN extensive study by the Agricultural Press Committee for the American Association of Advertising Agencies convinces us that the problem of American business is not so much over-production of all manufactured goods, as it is over-concentration of merchandising effort in the metropolitan areas.

The Agricultural Committee
of the
American Association of Advertising Agencies

The HOUSEHOLD M

A CAPPE PUBL

Chicago: 203 North Wabash Avenue

New York: 4 Lexington

T *and its* **REFLECTION**

The Household Magazine enters the year 1929 with better than 30,000 lines more advertising scheduled to run than at any other January 1st in its history.

DMAGAZINE

ARTHUR CAPPER
Publisher

PER PUBLICATION

k: 4 Lexington Avenue

San Francisco: 201 Sharon Building

koid. "Color-in-the-kitchen" makes this a new profit maker."

Each advertisement carried an illustration, usually a kitchen scene showing Fabrikoid cut pieces and edged shelving in use in kitchen cabinets, breakfast nooks, and on tables and around windows. The message from one of the most representative of the advertisements read as follows:

Color in the kitchen has tremendous profit possibilities for dry goods, department and hardware stores. Don't let this movement be confined to bright-hued pots and pans and blue enamel ranges.

Bring new profit to your house furnishings and fabric departments by featuring du Pont Fabrikoid, the new profit-maker. This beautiful new material is unlike any other. Made in a wealth of lovely colors of a deep, rich, shimmering texture with the softness and look of fine damask.

Fabrikoid can be washed with soap and water. It is good for long, hard wear without cracking or peeling. It retains its beauty month after month.

There is a wide variety of colors—blue, green, maize, orange, white, rose and red. The scarfs and covers are completely finished articles, folded and boxed like linens. Easy to stock, easy for salespeople to show and handle.

Large New York department stores put these goods on display. Almost immediately they were sold out and have since reordered time after time.

Take advantage of this huge profit possibility by immediately stocking and pushing du Pont Fabrikoid for kitchens, for breakfast nooks, and for general use around the house. Send the coupon below for samples and full information.

Beginning with October and November business papers, "design" is presented in the campaign along with "color." The October advertisement is entitled, "Now with the Modern Touch. Fabrikoid Fabrics, modernized, lead the way to extra Christmas Profits." An illustration accompanying this advertisement shows four different Fabrikoid cut pieces, reproduced in color, each bearing a striking and beautiful design "in the modern spirit." The November advertisement is entitled, "Designs in the Modern Manner now skyrocket Fabrikoid sales." The illustration shows a sales girl holding up a Fabrikoid colored tablecloth to a group of customers.

Within four months from the beginning of the sales campaign, which was inaugurated by the man-

ufacturing-distributors and with the assistance of the du Pont advertising campaign and direct-mail work, ninety jobbers were signed up on the du Pont Fabrikoid line in practically all of the important jobbing centers of the United States, besides leading department stores in principal cities. Generally, two jobbers have been established in each territory, one on textiles and the other on housefurnishings and hardware.

Early in the fall, a dealer broadside was mailed by the Fabrikoid Division to a selected list of 40,000 retailers in all parts of the United States. It was entitled, "A New Color Story," and repeated, from a slightly different angle, the story which was being told in the business-paper campaign. Two advertisements from the series were reproduced in this folder. A return card was enclosed and a small sample of Fabrikoid in one of the colors advertised, namely, blue, the reverse side of which sample was imprinted with the du Pont oval and a Fabrikoid sales story.

The return cards were addressed to the du Pont company at Newburgh. About a thousand of them have been returned, signed by retailers, asking for additional samples of Fabrikoid.

Dealer helps include a large sample rack for display in retailers' stores, bearing samples of yard goods and edged shelving in six colors—orange, maize, orchid, blue, green and pink; counter and window display pieces printed in colors, and showing illustrations of uses in the kitchen, breakfast nook and dining alcove, and envelope enclosures, one for the use of jobbers to mail to retailers, and one for the use of retailers for mail and store distribution to consumers.

To Become Webster, Eisenlohr, Inc.

Stockholders of Otto Eisenlohr & Bros., Inc., Philadelphia, cigar manufacturer, have approved a change in that company's corporate title to Webster, Eisenlohr, Inc. Webster, Eisenlohr, Inc., will acquire the following cigar manufacturing companies: B. G. Davis, Inc.; A. Santaella & Company, Inc., and E. Kleiner & Company, Inc.

How Much "Mother Goose" Do You—REMEMBER?

RODNEY K. MERRICK

Secretary, Roadway Advertising Co., Inc.

OF course, it's years since you read Mother Goose Rhymes but perhaps even now, entirely off hand, you can readily recall several; so indelibly did the REPETITION of childhood days stamp them in the archives of memory.

And such is the power of REPETITION that it does more than merely make a thing well remembered. It helps to establish close acquaintanceship and friendly feeling.

Adults are amenable to it, a fact that every advertiser knows, but REPETITION, the biggest factor in REPETITION, has been prohibitive to many concerns because of its cost.

Roadway Advertising, the new and better way, makes people in any locality acquainted with your product, establishes a friendly feeling toward it and makes SALES. Through proper REPETITION it secures Dealer preference and his

recommendations . . . at minimum cost.

Placed along highways, Roadway Advertising presents your product in natural colors, aids in identification, carries your sales message and if desired, the Dealers'.

There are no wobbly, loose links in this merchandising chain; elastic enough to fit any condition, economical enough to meet all appropriations, and coverage enough to make those who ride and read—BUY!

Without obligation on your part we will be pleased to submit plans whereby for 16 2/3 cents a day (\$5.00 a month) per unit you can gain dominance, establish prestige and solve Dealer and Distribution problems anywhere.

**Roadway Advertising Company,
Inc.**

**Executive Offices - 1518 Walnut Street
Philadelphia**

Representatives in Principal Cities

With whom we work

The Packer Mfg. Co., Inc.

Packer's Tar Soap
Packer's Liquid Shampoos
Packer's Charm

Seaboard National Bank

Vacuum Oil Company

Gargoyle Mobiloil
Gargoyle Lubricating Oils for
Plant Machinery
Gargoyle Marine Oils

The National City Co.

Investment Securities

Procter & Gamble

Crisco . Ivory Soap . Camay
Chipsos . Ivory Soap Flakes
P & G—The White Naphtha Soap

Towle Manufacturing Co.

Sterling Silverware

Lehigh Portland Cement Co.

National Steel Fabric Co.

Steeltex
National Reinforcing

The Spool Cotton Co.

J. & P. Coats' Threads
Clark's O. N. T. Threads

Dr. Price's Baking Powder

Made by The Royal Baking
Powder Co.

United States Rubber Co.

Footwear and Clothing

Parke, Davis & Co.

Pharmaceutical and Biological
Products

Lenthéric, Paris

Perfumes

Acetol Products, Inc.

Cel-o-Glass

You must meet these cold weather demands if you want winter lubricating

Quality

The Vacuum Oil Company's Mobiloil is the only oil that meets the demands of winter weather. It is the only oil that is guaranteed to keep your engine running smoothly in the coldest weather. It is the only oil that is guaranteed to keep your engine running smoothly in the coldest weather. It is the only oil that is guaranteed to keep your engine running smoothly in the coldest weather.

The World's Quality Oil
Mobiloil
VACUUM OIL COMPANY

Sho ankles now walk in beauty and comfort in any weather

Gaytees — the Tailored Overlook

The Gaytee shoe is the only shoe that is guaranteed to keep your feet warm and dry in the coldest weather. It is the only shoe that is guaranteed to keep your feet warm and dry in the coldest weather. It is the only shoe that is guaranteed to keep your feet warm and dry in the coldest weather.

MAN Company

20 WEST 42nd STREET, New York

—of what avail

is coated stock, arresting color, superlative halftone available in magazine advertising—

—if most of the circulation does *not* parallel the advertiser's distribution?

Zone selling and zone advertising!

Daily newspapers enable a manufacturer to advertise where his goods are on sale and where they can be sold at a profit.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Detroit
Atlanta

Kansas City
San Francisco

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How and Why the First Mail-Order House Started

Some Facts about the Genesis of Montgomery Ward That Have Present-Day Merchandising Significance

STROUSE & BROS.
EVANSVILLE, IND.

Editor of PRINTERS' INK:

Can you tell me something about the founding of Montgomery Ward & Co. and some of its history? I am a subscriber to your publications and couldn't do without them.

SAMUEL WHITMAN,
Advertising Manager.

MR. Whitman's request gives us an opportunity to put down in print some things that ought to be said about Montgomery Ward & Company. They should be said somewhat in the way of a tribute to what that firm has accomplished and more especially on account of their vital relationship to present-day selling.

When, in 1869, this country celebrated the completion of the first transcontinental railroad at Promontory Point, Utah, A. Montgomery Ward had the vision to foresee a great merchandising opportunity. This was nothing less than that of selling goods by mail, which then was an entirely new and untried element in the merchandising scheme.

Mr. Ward, who at about that time was with Feld, Palmer & Leiter, in Chicago, and later was a traveling salesman for Walter M. Smith & Company, of St. Louis, had plans for his mail-order business pretty well under way when the rails met. In partnership with George R. Thorne, of Kalamazoo, Mich., with whom he had formerly worked in a general merchandise store, he got a modest stock together.

But, just as they were about ready to start business, Widow O'Leary's cow kicked over a lighted lantern in Chicago, starting a fire which destroyed a large part of the city. Practically everything that Mr. Ward owned was lost in the fire and he was left with only \$65 capital. By next year, however (1872), he and Mr. Thorne had managed to assemble \$2,400

and started the world's first mail-order business in a twelve by fourteen-foot room in a building at 825 North Clark Street, Chicago.

This would only be ordinary merchandising history, not worth telling here, were it not for the fact that here the world's first mail-order catalog was born. It was an eight by twelve inch single sheet which listed the merchandise the new firm had for sale, consisting only of a small stock of dry goods. There were no illustrations; such aids to selling were unknown in those days. But there were guaranteed net prices quoted in plain figures. This was a radical and new departure. The commonly accepted practice at that time was to get for merchandise all that one could. The buyer had to beware.

This infant business marked the beginning of a revolution in merchandising which has since had a powerful effect in raising the living standards of families all over the country and in carrying to outlying sections the benefits of reduced prices—or, rather, fair prices. It introduced the element of competition into the retail business of the country. The catalog, as it grew, educated both retailers and consumers in merchandising, with the result that demand increased and retailers readjusted themselves so as to be able to meet it. We have frequently remarked in *PRINTERS' INK* that the mail-order houses were the advance missionaries of modern day merchandising who showed to all the right way to sell goods; we reiterate it now.

In a little while, after the house had grown larger, the National Grange arranged with it to be the official representative of the "Patrons of Husbandry." This was on account of the recognition the Grange afforded to Ward's merchandising plan as a means of pro-

tecting the buyer. For many years, Montgomery Ward & Company were recognized as the official Grange supply house.

Mr. Ward had the greatest difficulty in getting the financial backing to make his business develop. A New York financial house finally was persuaded to grant him a line of credit for \$50,000. It had first refused because it was seriously convinced that Mr. Ward's idea of substituting the Golden Rule for "Let the Buyer Beware" was an hallucination due to overwork!

With this loan, the organization grew steadily and added new lines. In 1874, the price sheet became an eight-page catalog, three by five inches in size. Next year, the catalog had grown to seventy-two pages and in 1875 to 152 pages. At this time, wood cut illustrations began to appear in it—a "Grange" hat, bed spring, farm wagon and a line of trunks and valises. This was absolutely the first time illustrations had been used for such a purpose and in 1878 came the first mail-order fashion picture; this was of a woman's dress—one number only.

The wood cuts made such a decided advance in the sales that, in the early eighties, the catalog was profusely illustrated and by this time had increased in page size to 8½ x 11 inches. The announcement was made, in the summer of 1883, that \$500,000 worth of merchandise was carried in stock.

From this time on, the catalog and business grew together; and readers of **PRINTERS' INK** are thoroughly familiar with the size and standing of both. The firm now sends out in the neighborhood of ten million 800-page catalogs a year.

As the firm grew, certain retail dealers made the mistake—as some of them are doing now—of spreading untrue statements seeking to discredit mail-order merchandise and the people who bought it. The editor of an Iowa newspaper made a speech before a farmers' institute accusing Ward of what, in this later day, may be described as "unfair business practices." The company asked the farmers' insti-

tute to send a committee to Chicago and make an examination of the merchandise just as they found it on the shelves. This was done, and the committeemen were told to go as far as they liked. They opened up packages of all kinds and measured, weighed, and tested the contents. They cut harness to see what kind of leather it had. Their report, made in 1908, was reproduced in Ward's catalog that year and covered five complete pages. They indorsed without reservation the merchandise, quality, prices, service and business methods of the firm.

"In fact," an official of Montgomery Ward & Company tells us, "they related the story of Ward's merchandise more effectively than we had ever told it. This report proved to be one of the most effective advertisements any business house ever received."

The real growth of Montgomery Ward & Company started in 1904, and this, no doubt, was due mostly to the free distribution of catalogs. Up to this time, customers had been required to pay 15 cents per copy. The management decided this was no longer necessary as the firm had become nationally known and was unlikely to be the victim of curiosity seekers. That year, 3,000,000 catalogs weighing approximately four pounds each were distributed without charge. When the first free catalog was issued in 1904, the house had 2,500 employees; seven months later it had 3,500.—[Ed. **PRINTERS' INK**.]

City of Rio de Janeiro Plans Campaign

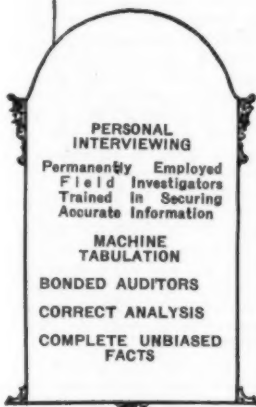
The City of Rio de Janeiro, Brazil, has appointed Stanley E. Gunnison, Inc., New York advertising agency, to conduct an advertising campaign in the United States. Newspapers will be used to feature the forthcoming Mardi Gras to be held in Rio de Janeiro in February.

Bulb Account for Weston-Barnett Agency

The Waterloo Bulb Farm, Waterloo, Iowa, has appointed Weston-Barnett, Inc., advertising agency of that city, to direct its advertising account. Newspapers and farm papers will be used to advertise a line of gladioli.



A KNIGHT Study Assures Accuracy of Facts



Years of experience in determining correct ways and means of securing truthful, unbiased and complete information assure advertisers of all important facts regarding a market. Arranging of questions to secure truthful answers by men, carefully trained in meeting and questioning housewives; machine tabulation, and thorough analysis of thousands of findings assure advertisers of honest, correct facts—not opinions.

EMERSON B. KNIGHT, Inc.

Truthful — Unbiased — Market Research

225 N. New Jersey St.

INDIANAPOLIS, IND.

What Is the Attitude of the Trade Commission Toward Mergers?

The Record Number of Mergers in the Year Just Closed Brings Up Again the Anti-Trust Statutes and Their Enforcement

THE year 1928 witnessed what is probably a record number of mergers. It appears as though there will be many more during 1929. As a consequence, the question is being asked: What is the attitude of the Federal Trade Commission toward these developments?

The two principal anti-trust statutes—the Sherman Act and the Clayton Act—were both aimed at industrial combinations which were then being put through with a rapidity that has probably been exceeded only during the last year. The Federal Trade Commission Act—which brought the Commission into existence—is an integral part of the anti-trust legislation.

We have, then, a Governmental body brought into existence indirectly, if not directly, as a result of a period during which mergers flourished. Today mergers are again in the industrial spotlight. What could be more natural, then, than that business executives should want to know how the Federal Trade Commission views the present-day situation?

What may have been mere curiosity, in this respect, has probably become akin to anxiety as a result of a recent decision of the United States Circuit Court of Appeals. This decision upheld an order of the Commission directing the International Shoe Company to divest itself of the ownership of the corporate stock and assets of the W. H. McElwain Company. The Commission's order was based on Section 7 of the Clayton Act which was aimed specifically at a certain type of merger. Obviously it is important to know what the Commission considers to be legal, and what it views as illegal, in the way of mergers.

Some light on this timely question was shed during the course of an address delivered very recently before the National Industrial Conference Board, Inc., by Abram F.

Myers, then chairman of the Federal Trade Commission. While Mr. Myers has since resigned his post with the Commission, his resignation is so recent that it is undoubtedly proper to say that his remarks, extracts of which are given below, still represent the majority view of the Trade Commission. His talk follows:

* * *

It is essential to a study of the anti-trust laws that there should be an accurate understanding of the purpose of those laws and of their actual bearing on the ever expanding and changing business of the Nation. The anti-trust laws cannot be discredited and their repeal effected by attributing to them a purpose and effect which they do not have.

The Sherman Law should not be judged save in the light of the circumstances surrounding its enactment and the evils at which it was aimed. It was passed at a time when industrial combinations were growing at a rate which seemed even to the most conservative to threaten the economic structure of the country. Publicists not given to exaggeration predicted that the time was not far distant when each industry would come under the control of a single corporation, and all such corporations would be merged into a huge super combination, which would dominate the business of the United States.

The combinations then being formed and which were the target of the act, were not the products of an orderly development and expansion of business. They were for the most part imposed on the industries affected by outsiders who were inspired mainly by the prospect of stock-jobbing commissions and promotion fees. Prosperous and self-sufficient units were placed under a common corporate control, wholly without regard to considera-

In Seattle — The Post-Intelligencer's Sunday Circulation Now Exceeds

155,183

Seattle Post-Intelligencer

One of the 28 Hearst Newspapers read by
more than twenty million people

Member of International News Service and Universal Service

Member Associated Press

Member of Audit Bureau of Circulation

W. W. CHEW
285 Madison Ave
NEW YORK CITY

J. D. GALBRAITH
Hearst Bldg.
CHICAGO

T. C. HOFFMEYER
625 Hearst Bldg.
SAN FRANCISCO

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT



Latest A. B. C.

Publisher's Statement

They approve a they sa

**BLACKETT, SAMPLE
& HUMMERT, Inc.**
CHICAGO, ILL.

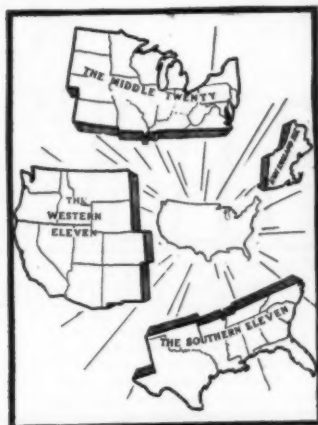
FARM LIFE sectional plan a great move. Other nationals likely to follow your lead. This form publishing should be highly desirable by both national and sectional advertisers.

George R. McGivern

THE GEYER COMPANY
DAYTON, OHIO

YOUR plan of sectional operation appeals to me as a very wise move. I believe it will be beneficial both to Farm Life and to its advertisers. For the first time I believe an advertiser will be able to use a national farm paper without being penalized for the fact that he may not have complete national distribution.

E. G. Frost



MACMANUS INC.
DETROIT, MICH.

YOUR new plan of a sectional division of Farm Life for advertising purposes should certainly make Farm Life more attractive to an advertiser who desires to vary the amount of advertising pressure in the major geographical divisions of the United States.

Robert E. Clayton

Farm

MORE THAN 1,000,000 CIRCULATION

e and
y say so!

N. W. AYER & SON
PHILADELPHIA, PA.

YOU ask what we think as to the practical advantages of this kind of service. We would say that the optional purchase of sectional circulation should prove beneficial to certain clients.

ERWIN, WASEY & CO.
CHICAGO, ILL.

THE proposed plan of selling advertising in our Farm Life by sections in our judgment will be an excellent service to some advertisers who are not in position to avail themselves of national circulation. It should work with great benefit to advertisers as well as to Farm Life.
E. R. Gamble

FARM LIFE
SPENCER, INDIANA

T. W. LeQuatte, Publisher

New York: 50 E. 42d St.
Chicago: 35 E. Wacker Dr.

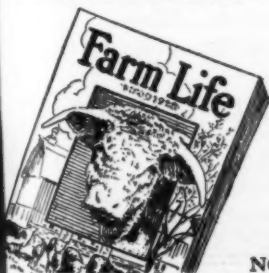
THE MUMM-ROMER.
JAYCOX CO.
COLUMBUS, OHIO

JUST a few words of approval of your plan to publish Farm Life sectionally. We like it because between the two extremes of advertisers who are interested only in a limited locality and others who want full national circulation, there are always a number whose distribution or sales plans are quite big enough for national effort, and too big for economical effort by states only. Just as we like to back up any state paper campaign with national advertising, we are glad of the chance to use sectional campaigns to back up a state paper campaign in a part of the country.
W. M. Mumm, President

NEWELL-EMMETT
COMPANY
NEW YORK, N. Y.

YOUR recent decision... is a big forward step which should attract to your publication accounts that heretofore have been deterred from using the National Farm papers, due to the large amount of circulation going into what is dead territory for certain products by reason of unadaptability or lack of distribution.

Fred H. Walsh



Life

NOW OBTAINABLE IN SECTIONS

Ovid Bell

Owner of
**THE OVID
BELL PRESS**
FULTON, MO.

who has read

The Inland Printer

for 25 years . . .



writes: "I am conscious of an indebtedness to it for many, many ideas and suggestions that have improved our product and thereby enabled us to hold our old customers and get new ones.

"The magazine goes from person to person in our organization and I have noticed that those who study it are those who progress, not only in their craftsmanship but in the responsibility they are able to assume."

Printers like Mr. Bell house their businesses in modern plants. They buy other plant equipment besides printing machinery . . . Motor trucks are a necessary part of their business.

THE INLAND PRINTER

Member A. B. P. and A. B. C.

632 SHERMAN STREET, CHICAGO, ILLINOIS

New York Office: One, East 42nd Street

tions of operating efficiency. Capitalization had no relation to investment, and it was a common thing to take over plants paying exaggerated prices therefor in the preferred shares of the combination, and to issue an equal amount of common stock as a bonus or for the promoters to unload on a hopeful public.

Those great combinations, as soon as formed, turned their attention to the extermination of such competitors as remained outside the fold. Competitive warfare was waged with a ruthlessness which now can scarcely be imagined, and could not possibly be repeated. The ultimate object was believed to be exploitation of the public, and in view of the manner in which those combinations were formed and conducted, who can say that there was no foundation for such fears? But whether well-founded or not, those fears were real, and they serve to illustrate the underlying purpose of the statute to which they gave birth. And the country may well pause and consider whether it would favor the return of a situation which would cause such ghosts to again stalk abroad.

If you would object that the language of the act is broader than its purpose as here defined, and that its wording should be narrowed accordingly, I would reply that the courts have anticipated this objection and have healed the defect through the effective agency of judicial interpretation. If the rule of reason means anything, it is that the act is to be interpreted and applied in the light of the requirements of modern business; that ancient conceptions of monopoly and restraint of trade interest shall not prevail where the effect would be detrimental to the public interest by interfering with the normal and orderly conduct of business, and that the law shall be so applied as to further, and not impede, the current of progress toward a better and safer economic situation.

In other words, the Sherman Act as construed and enforced does not prevent the formation of such

mergers as are incidental to the normal development and expansion of business, or such contracts and arrangements as are designed to eliminate unfair competition and uneconomic practice, so long as they do not unduly burden or oppress the public or some other branch of industry.

Confining the discussion to corporate mergers with which this symposium is concerned, it is enough to say that the Supreme Court has twice ruled that the Sherman Law does not prevent the mere bringing together of previously competing units, even where the resulting combination acquires in the neighborhood of 50 per cent of the industry represented, provided this control is not exercised to oppress or extort.

Not only is the Sherman Law not dedicated to the perpetuation of destructive and wasteful competition, but the Federal Trade Commission Act, which is an integral part of the anti-trust legislation, is specifically aimed at unfair methods of competition. The full value of this provision, which for a long time was given a purely negative application, is just being realized under the recent expansion of the trade practice conference procedure of the Commission.

Sherman Law Is Sufficiently Elastic

To sum up at this point, I believe that the Sherman Law as construed and enforced affords to business the widest latitude in the matter of corporate combinations to which it can reasonably aspire. I also believe that the Sherman Law, fortified by the Federal Trade Commission Act, is sufficiently elastic to permit of all necessary and proper co-operative measures for the elimination of unfair, destructive and wasteful competition. I do not see how the Government could go farther in modifying the anti-trust laws without completely forsaking the salutary principle of free and open competition which is the keystone of our public policy. There may be those who believe that that principle ought to be abandoned; if there are, they are either very short-sighted, or they

are committed to some of the necessary alternatives.

There is still another statute numbered among the anti-trust laws which calls for consideration, namely, the Clayton Act. I could easily take up the remainder of the afternoon discussing this miscellany of meaningless phrases. It will go down in history as the most carelessly drawn statute ever enacted. I have studied its wording, I have searched out its legislative history, and I have consulted the few decisions construing it, and I am still at a loss to know why it was passed. It was heralded as an emancipation proclamation for a populace enslaved by the trusts, but it has placed no obstacle in the way of the trusts, nor could it. It also was heralded as a *Magna Charta* for labor, but it merely said, in substance, that a labor union might lawfully do anything that a labor union might lawfully do. And now, fourteen years later, the unions, finding that they were tricked, are again demanding of Congress the very protection it was hoped the Clayton Act would provide.

Let us consider very briefly some of the anti-trust provisions of the Clayton Act. Section 2 purports to make it unlawful for a corporation engaged in interstate commerce to discriminate in price between different purchasers of commodities, "where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly." Not content with this limitation, two additional provisos were added, (1st) that nothing in the act should prevent discrimination in price on "account of differences in grade, quantity or quality of the commodity sold, or that makes only due allowance for differences in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition;" and (2d) that nothing in the act shall prevent corporations engaged in interstate commerce "from selecting their customers in bona fide transactions and not in restraint of trade."

I address this question very earnestly to the lawyers present: "How would you enforce a law like that?"

Section 3 purports to prevent so-called tying clauses in contracts for the sale of goods in interstate commerce, where the effect of any such contract "may be to substantially lessen competition or tend to create a monopoly in any line of commerce." This is perhaps the most definite of the sections we shall mention, but it will be noted that it takes its test of illegality from the Sherman Law, and perhaps is an improvement on the former Act only in that it expressly applies to patented articles.

But Section 7 is at once the most pretentious and the most futile of all the provisions of the Clayton Act. The evil at which the section was originally aimed apparently was the acquisition of control of competitors, stock houses, and the like and the continued operation thereof as bogus and independent units. But no trace of that purpose is evident in the wording of the section. It provides that no corporation engaged in interstate commerce "shall acquire, directly or indirectly, the whole or any part of the stock or other share capital of another corporation engaged also in (interstate) commerce, where the effect of such acquisition may be to substantially lessen competition between the corporation whose stock is so acquired and the corporation making the acquisition, or to restrain such commerce in any section or community, or tend to create a monopoly of any line of commerce."

And lest you get the impression that these tests are to be read disjunctively, I quote from paragraph 3 of the same section the following clause which is a limitation on the entire section:

"This section shall not apply to corporations purchasing such stock solely for investment and not using the same by voting or otherwise to bring about, or in attempting to bring about, the substantial lessening of competition."

Who can fathom the mysteries of the Congressional intent as re-

**The signs change every
month—the imprint lasts
forever!**

General Outdoor Adv. Co.



THE use of Durasheen (porcelain enamel) signs by the leading outdoor advertising companies for imprints on their sign boards is eloquent testimony to their effectiveness. Paper posters are replaced every month: painted signs need re-painting at least twice a year:—but the Durasheen sign retains its bright color and brilliant lustre year after year, through all seasons and in spite of any kind of inclement weather.

A good product deserves the best possible sign,—and better signs than Durasheen are simply not made.

The
BALTIMORE ENAMEL
and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

flected in a statute which attempts to make it unlawful for one corporation to acquire the capital stock of another where the effect may be to substantially lessen competition, when common sense tells us that when one corporation acquires the entire capital stock of another competition between them is not merely lessened, but is completely eliminated?

The judicial definition of competition in the sense of the anti-trust laws is the striving of different persons (i. e. interests) for the same trade. The competition which would remain when two corporations were brought under a common ownership would be competition between the right and left hands of the same body.

The Commission and the courts in an effort to save the section have, in effect, transposed the word "substantially," and have construed the section to mean that it applies only where there was substantial competition between the two corporations which might be lessened should the one acquire the stock of the other. It might be conceded that this expedient not only rearranges the wording of the section but leaves the above-quoted limitation on the section largely unaccounted for.

The crowning absurdity of the section is that it applies only to the acquisition of capital stocks. It says nothing about the acquisition of physical assets. Thus a corporation desiring to take over a competitor without conflict with the law need only buy its physical property; or it may buy the stock and transfer the physical assets at any time before a proceeding is started; or, having acquired the stock it may cause the subsidiary to be dissolved and its stock canceled and leave the Commission to figure out a remedy under its limited jurisdiction to order a divestiture of the offending stock.

I have dwelt at this length on the Clayton Act mainly to show what ill-considered trust law tinkering may bring forth. The work of the Congress in 1914 had been preceded by no competent or disinterested research and the Clayton

Act was born of the clash of conflicting ideas and interest. Some wanted the Sherman Law strengthened; others thought it should be modified; no one had a well-considered program, and the act as passed contained snatches from a half-dozen bills.

If the business interests of the country shall be of opinion that further modifications of the anti-trust laws should be had, or others conclude that those laws should be strengthened, I earnestly hope that the immediate demand will be for the creation of another Industrial Commission to give thorough and scientific study to the question, to the end that a workable program will be evolved which will command the confidence of Congress and the public to such an extent that political log-rolling will play a small part in its final consideration and adoption.

Joins Waterloo Engraving & Service Company

L. G. Chapin, formerly with Barnes-Crosby, St. Louis, has joined the Waterloo Engraving & Service Company, Inc., Waterloo, Iowa. He will cover Illinois territory with headquarters at Rock Island, Ill.

J. W. Blanchard with O'Donnell Shoe Company

J. W. Blanchard, formerly with The Broderick Company, St. Paul, Minn., advertising specialties, has been appointed advertising and sales promotion manager of the O'Donnell Shoe Company, shoe manufacturer of that city.

Packer Appoints New Orleans Agency

Barnett and Sibille, Sunset, La., packers of Golden Sweets candied sweet potatoes, have appointed the Chambers Agency, Inc., New Orleans, to direct their advertising account.

Joins Seattle Agency

F. A. Held, recently with the advertising department of the Seattle, Wash., Times, has joined the copy and media department of the J. F. Held Advertising Company, of that city.

Minneapolis Agency Opens Chicago Office

The Kraft Advertising Agency, Minneapolis, has opened an office at Chicago. Thomas J. Brosius is in-charge.

GARET GARRETT, well known writer, in an article which appeared in the Saturday Evening Post of October 13, 1928, entitled "Farming with Security and Independence," in which he treats of what he calls "Dutchland" (York and Lancaster Counties, Pennsylvania) says among other things—

"In the early history of this agriculture there is nothing to suggest that it will become the richest and soundest example in the whole country."

And again, "The cities are now very rich. The annual value of their manufactures long ago passed the money value of the agricultural output in the counties. Yet they never forget that agriculture is fundamental."

The advertiser who wishes to cultivate the rich and permanently prosperous

York County, Penna.

can do so by making use of that newspaper which intensively and completely covers the county as a whole—

THE YORK, PA. GAZETTE AND DAILY

We urge you to investigate

HOWLAND & HOWLAND

National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 N. Michigan Ave.

AN

THE

WINSTEN & SULLIVAN INC

NEW YORK

*Executives
of the Combined
Organizations*

E. P. Baldwin	F. J. Hess
H. L. Barber	C. G. Jenkins
H. H. Church	F. W. Kendall, Jr.
H. E. Close	A. O. Levy
H. W. Comstock	W. H. Mann
E. G. Countryman	C. A. Nisita
J. T. Davis	N. S. Parsons
C. A. Down	J. W. Strickland
G. E. Forbush	A. B. Sullivan
W. Gallow	W. B. Tanner
R. M. Gettings	J. J. Van Allen
H. M. Glor	A. F. Vars
E. Goldstein	D. C. Warman
M. F. Hall	R. B. Warman

H. J. Winsten

Addeism F. Vars
President

H. J. Winsten
Executive Vice-Pres.



ANNOUNCING MERGER OF AND ADDISON VARS INC BUFFALO

IN order better to serve the clients of Winsten & Sullivan, Inc.... to place at their disposal added ability, increased experience, greater sales and advertising knowledge and to share with them the economies of two organizations working as one... this agency has merged with Addison Vars, Inc.

Through this merger we are enabled to offer a more complete advertising and merchandising service and increased efficiency in every department of our business.

Clients of the two organizations will now enjoy the advantages and economies of combined effort and operation with mutual benefit to all.

*Both organizations will continue to
function intact under the name of*

A D D I S O N V A R S ~ ~ I n c .
National Advertising

**Graybar Building
NEW YORK**



**1280 Main Street
BUFFALO**

The Spartanburg Herald and Journal

SPARTANBURG, S. C. •

Appoint

National Advertising Representatives

E. Katz Special Advertising Agency

New York

58 West 40th St.

Chicago

307 No. Michigan Ave.

Detroit

General Motors Bldg.

Atlanta

22 Marietta St.

Kansas City

Waldheim Bldg.

San Francisco

Monadnock Bldg.

Effective January 1, 1929

New industries are steadily establishing South Carolina headquarters exclusively in Spartanburg because the new freight rates establish Spartanburg as the most important and the most economical distributing center for the Piedmont section.

What Are the 500 Best Business Books?

An Opportunity to Build a Fifty-Foot Bookshelf of Business Literature

HUBER HOGE, INC.
NEW YORK

Editor of PRINTERS' INK:

The library in our town of Scarsdale, N. Y., is considering putting in a business man's reference library of about 500 volumes.

We have a large number of advertising men and executives interested in advertising, so a good representation of advertising titles would be desired.

We have some bankers and a good many executives interested in business economics and some titles on this subject would be desirable, particularly books dealing with the changing phases of business as a whole, the problems of distribution.

Beyond this a fair sprinkling of books on business management or the subjects that would be interesting to business managers and the juniors in a business who are trying to ground themselves more thoroughly so as to fit themselves for promotion. This latter class of readers indeed may make up the greater number of the actual consultants of the business reference library.

You have from time to time articles indicating what books are desirable for a business library.

Would it be too much to ask you to look over your files for the articles you think would be most suitable for the Scarsdale Library needs, let me have a list of the articles and send me at our expense, clippings of the three most valuable ones from your point of view?

F. HUBER HOGE,
President.

TO choose the 500 best business books is a task which does not cause us to envy the library committee of Scarsdale. The committee, however, is to be congratulated for its recognition of the fact that the library in a small community peopled by a heavy percentage of business men should offer these men something besides the latest fiction or the standard classics.

PRINTERS' INK maintains an unusually complete library of business books, particularly those dealing with advertising. At the present time there are in this library 591 books. This does not include a complete file of PRINTERS' INK and PRINTERS' INK MONTHLY, 160 volumes, which brings the total up to 751 volumes.

Of the 591 books, exclusive of the bound volumes of the PRINT-

ERS' INK Publications, 304 deal with subjects that may be classified under the heading of advertising. Among these will be found volumes dealing with such subjects as copy, advertising practice, engraving, posters, packages, window displays, etc. These range in date of publication from such works as "History of Sign Boards" by Jacob Larwood and John Camden Hotten (London, 1866), and "History of Advertising" by Henry Sampson (London, 1875), to the latest books on advertising which have been published during the present month. Many of the books in the PRINTERS' INK library are now out of print and some of them are worthy of a place in any business library merely as curiosities of literature. The volumes on advertising include also certain directories of publications not only in the United States but also in such countries as Germany, England, Australia and New Zealand.

Since advertising touches so many phases of business and is in itself such a complex profession, a library of works on advertising touches many different fields. For instance, manuals of photo engraving occupy their place side by side with books on writing advertising copy. Contrary to the belief of the 102 per centers, some excellent treatises on advertising have been published in foreign countries and it is therefore only natural that the PRINTERS' INK library should include some of these books, particularly a number of the excellent publications issued from time to time in England.

We believe that we have one of the finest libraries on advertising in the United States and it is growing steadily as new books on the subject are published.

Some of the subjects dealt with in books which cannot be classified strictly as advertising but which make up the library of 591 volumes are exporting, letter writing,

printing, management, biographies and autobiographies of famous men of business, retail problems, problems of sales management, legal (trade-marks, competition, etc.), market study, and many others which touch upon the fringes of advertising or merchandising. In addition there are several works of fiction which have business and advertising as a background.

The bound volumes of **PRINTERS' INK** and **PRINTERS' INK MONTHLY**, 160 in number, in themselves form an admirable library of advertising, a fact which is appreciated by many agencies, manufacturers and public libraries who maintain files of the **PRINTERS' INK** Publications.

In addition to the library, we keep in our research department, not only complete files of the **PRINTERS' INK** Publications, but also a number of current directories which contain detailed information on various phases of advertising and merchandising. We also maintain representative copies of good house magazines and other publications which subscribers like to refer to from time to time.

As pointed out, the **PRINTERS' INK** library is restricted pretty closely to books dealing with advertising and kindred subjects. When, in 1923, the proprietors of the McAlpin Hotel in New York City, wrote to 2,000 representative business men asking them for the best books on various subjects with the idea of building a business library of 200 volumes, they received many recommendations. The final choice was made on a basis of classification, the subjects being advertising, automotive, banking, building and contracting, coal, correspondence, department store, efficiency, foreign trade, grocery, insurance, law, lumber, printing, publishing, sales management, selling, steel, textile and transportation.

An examination of the list today reveals the fact that modifications must be made to bring the list up to date. Indeed, there are few books on any business subject which may be called classics. Advertising in particular is such a changing business that books on

specialized phases of the subject are often outdated in a few years' time. One thing that the Scarsdale committee must bear in mind is the fact that the business section of its library will only serve as it is kept up to date.

It is not the province of **PRINTERS' INK** to recommend best books on any subject. We have compiled a list of ninety-five of the most recent books on advertising and merchandising and will send this to inquirers on request.

We should like, however, to receive recommendations from our readers, many of whom have their pet business books. Send us your own list of the ten best books on advertising and supplement it with a list of ten books not dealing with advertising but which should be in every advertising library. We shall be glad to publish a number of these lists which should form the basis for future work of any selecting committees.—[Ed. **PRINTERS' INK**.

C. M. McLennan with W. J. Howey Company

C. M. McLennan, formerly Western United States manager of *MacLean's Magazine*, and for the last two years advertising director of the Brotherhood of Locomotive Engineers' city and farm development at Venice, Fla., has been appointed advertising and publicity manager of the W. J. Howey Company, at Howey-in-the-Hills, Fla., a citrus development.

Changes in Macaulay Company

Charles E. Springhorn, formerly advertising manager of the D. C. Heath Company, New York, is now advertising manager of The Macaulay Company, New York, publisher. Tom Davin, who formerly held the position of advertising manager, is now working on promotion for the Macaulay list of books.

New Account for Littlehale Agency

Charles Engelhard, Inc., Newark, N. J., manufacturer of industrial instruments has appointed the Littlehale Advertising Agency, Inc., New York, as its advertising counsel.

Appointed by Newman Manufacturing Company

W. N. Mackey has been made director of publicity of The Newman Manufacturing Company, Cincinnati, Ohio.

Insuring packages is more convenient



NORTH AMERICA Parcel Post Insurance solves the problem of how to insure packages conveniently and economically. Coupons from a North America Coupon Book insure automatically and promise prompt adjustment in the event of claim.

Ask any North America Agent about this dependable and efficient insurance—or send the attached coupon for full information.

the North America way



**"The Oldest
American
Fire and
Marine
Insurance
Company"**

Founded 1792

Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W-13

Name

Street

City State

Wants information on Parcel Post Insurance

Combining Pen-and-Ink with Halftone Illustrations

More Professional Art and Engraving Methods Whereby Adequate Contrast Is Obtained

By W. Livingston Larned

THE combining of two techniques in an advertisement, making necessary, in the majority of cases, a combination plate—line and screen—requires more attention than is customarily accorded it by advertisers who fail to recognize the difficulties, the hazards and the artistic demands of illustrations of this character.

Combining pen-and-ink, for line reproduction, with wash drawings or photographs, for halftone engraving, makes for an altogether pleasing blend, when wisely planned and carried out.

Thus, to begin with, it is easier to give outstanding prominence to one feature of a display, and to "throw into the background" an-

The Invisible Superintendent at the Mortar Box



This Brixment Illustration Is a Fine Example of What a Good Engraver Can Do with Difficult Copy

In this day of heavily illustrated campaigns, one technique throughout may become tiresome. It is not easy, moreover, to give special prominence to a single pictorial unit, although this may be greatly desired. Contrast being the life of advertising display, artists and engravers strive to arrive at safe and efficient methods. And the artist must always keep an eye on the possibilities of reproduction. On the other hand, the engraver must know what the artist had in mind when he mapped out a dual-personality illustration.

other unit which, while important, is of secondary significance in telling the advertiser's story. How are pictures of this character made? Are there special rules or instructions? What should the artist keep in mind, that his copy may be practical when it reaches the engraver? How are the most effective and interesting techniques in combination produced?

These are questions which may naturally arise and which I will touch upon briefly. An advertiser conceived the idea of a symbolic figure which he wished to use con-

[ANNOUNCEMENT]

THE far-reaching business of S. S. Koppe & Company, Inc., publishers' representatives, was built up from small beginnings until now the firm represents over fifty newspapers and other publications in various parts of the world. The founder of the business, Mr. Sydney S. Koppe, was one of the unfortunate victims of the "Vestris" disaster. He had built, however, not only a business, but an organization.

This organization will carry on the business along the lines established by the founder. There will be no change in policy. The firm will continue to render to its clientele that type of service which has made it unique in its field.

On January 1, 1929

J. W. SANGER

formerly Director of Foreign Service, Frank Seaman Incorporated, and until December 31, 1928, Vice-President of Foreign Advertising & Service Bureau, New York,

became President and General Manager, and

W. W. DAVIES

continuing in his capacity as General Representative of La Nacion, Buenos Aires

became Vice-President.

S. S. KOPPE & Co., Inc.

Publishers' Representatives

TIMES BUILDING ' ' NEW YORK

Brief visits with famous m

The sickle, the scythe and the flail—upon these the world had for centuries been dependent for its daily bread. Then in a little log workshop on an isolated Virginia farm, a machine was built to supplant these ancient tools. It took nine years to find the first buyer. From 1831 to 1840 not one machine could be sold even though an advertisement was run offering the reaper at \$50.

Today, the International Harvester Company, which traces its beginning to that log workshop, is an immense, world-wide organization. Merchandising as well as inventive genius combined to achieve this success.

Even in those days when it was not fashionable to share ideas, the Harvester company permitted others to profit by its merchandising experiences. During the last ten years, more than 25* extended editorial references to the International Harvester Company have appeared in the *Printers' Ink* Publications. Executives bearing the following titles furnished the material contained in these articles:

President
Advertising Manager
Division Sales Manager
Manager, Agricultural Extension Dept.
Manager, Research Department
Superintendent, Demonstration Farms
Soil Expert
Gardening Expert
Livestock Expert
Agricultural Editor

The activities of this immense organization range over a broad field. It follows logically that its merchandising experiences

★ A list of these articles may be had on request. The list furnishes the titles of the articles and the dates of issues and page numbers on which they will be found.

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Number Four of a Series

This Week



merchandisers

likewise cover a multitude of subjects, some of which concern almost every type of manufacturer. This is proved by the following list of topics, which represent a portion of those treated in the 25 editorial references to International Harvester, published in *Printers' Ink*:

Making Sales Out of Season

Advertising to Build Future Markets

Some Experiences with Special "Weeks"

How International Harvester Fights Rumors

Reducing Labor Turnover by Educating Foremen

How International Harvester Handles Output of 8,000,000 Booklets

Turning an Attack into an Advertising Asset

No Prices in International Harvester Catalog

The Effective Use of Educational Advertising

Eliminating Waste in Dealer Helps

The company is always looking outside its own industry for merchandising ideas. It is for this reason that International Harvester subscribes for twelve copies of *Printers' Ink Weekly* and fifteen copies of *Printers' Ink Monthly* for its sales and advertising executives in its various offices.

Printers' Ink Publications

A Real Opportunity for a Real Account Executive

THIS will interest a man who is looking for an environment affording greater opportunity for expansion and who is capable of utilizing our facilities to support his selling abilities.

Our officers and staff have a sound and wide background in advertising and merchandising in many fields.

We have established a record for the creating of original, dramatic selling and advertising ideas, and can amply help the man we have in mind to get, hold and develop desirable business.

In order to qualify, such a man must have proved that he can build up business warranting an income of not less than \$10,000 annually. We are adequately financed, but as every man here is a producer, we want to add to our staff only in the same direction.

This opportunity might appeal equally to some small agency, over-developed on the selling side but inadequately serviced or financed, which could see in the merging of complementary abilities the means of offering to the clients of both present organizations a more complete service.

Letter addressed to Mr. Sherman giving sufficient details to warrant interview will be held in strict confidence.

**[No appointment will be made unless
first arranged by letter, giving details.]**

GEORGE C. SHERMAN CO., INC.

Advertising

183 MADISON AVENUE

NEW YORK



spicuously in his advertising for a year. This figure was to visualize the Spirit of Power, and in each layout the symbol-figure, by touching an object, electrified it into sudden movement.

But the error was made of attempting to produce the illustration by photography alone. That is, models were secured to stage the separate subjects, with a professional model in costume as the Spirit of Power. No fault was to be found with their appearance, their posing, their interpretations of the various compositions. But the symbol figures became too important. It was the same value as the other parts of the layouts, which was not what the creator of the scheme had in mind at all.

An attempt was made to spray over the symbolic figures with semi-transparent white water color, thus reducing their original strength and giving them a "ghost" technique, but this was not altogether successful. Much interesting detail was lost, or so smudged that when printed the technique became sadly involved. While on this subject it should be mentioned that great care should be used when air-brushing photographs with white. Such originals do not always reproduce as you expect to see them. The white, being opaque, conceals far more of the camera surface beneath it than might be imagined, and the engraver has a task on his hands to secure anything attractive.

The second campaign issued by this same advertiser employed the combination-plate, line and halftone scheme, from copy designed with this in view, and there was all the difference in the world. The symbol figures were executed in delicate pen outline, while the other factors in the compositions were halftone from photographs. There was no confusion, and the product itself was invariably the dominating note in each layout.

It must be seen, therefore, that the real reason for this more pleasing combination of two techniques was contrast, vivid and unmistakable. Because there were two totally different elements in hand, the material and the symbolic, this marked contrast was absolutely necessary. The advertiser was interested in his symbolic figure but his product came first, neverthe-



**Opens and closes
...at the touch
of a button**

A touch of the button. Solid! PEELLE Freight Elevator Doors... glide up and down smoothly, swiftly and quietly. With the advent of the PEELLE Electrical Door Operator... the modern world... electricity has displaced manual labor, increasing the efficiency of vertical freight transportation. The development of PEELLE engines... tested for over a decade... these modern, time-saving, electrically operated doors are installed in scores of America's leading buildings. 6. For freight elevator doors of safety... integrity... flawless operation... economy... consult one of our engineers. On a rating... illustrating the various types of PEELLE Doors will be sent on request.

THE PEELLE COMPANY, Brooklyn, New York
Branches: Chicago, Cleveland, Philadelphia and 30 other cities
In Canada: Toronto and Montreal, Quebec

PEELLE Freight Elevator DOORS

"The accuracy of America's freight elevator traffic."

**Halftones and Line Cuts Are Combined
Effectively in the Peelle Doors Series**

less, and the illustrations must keep this rigidly in mind.

One fine example of the combination-plate plan has been a campaign for Brixment mortar. It is the advertising claim of the company that in every bag there is what might be looked upon by the builder as an "Invisible Superintendent." That is, so wisely and scientifically are the ingredients put together, that even the most stupid worker must of necessity mix and apply the product successfully. But to illustrate this thought was by no means easy.

Illustrations which are originals and not camera made, demonstrate

how brilliantly the techniques can be employed for combination engravings. They are part in line and part silhouetted of vignetted screen.

A mason is shown standing beside a partially finished brick wall. With his trowel he is filling in the chinks with Brixment mortar. He is wholly and completely intent upon the job he is doing. Above him towers a "Superintendent," a boss on the job, who is seeing that every detail is properly checked up. This is, indeed, the "Invisible Superintendent," mentioned previously.

The artist has made the other half of his illustration in vigorously strong wash. The symbolic figure is, however, in skeleton outline, a few pen strokes, delicately handled, sufficing to suggest this symbol. There is no screen here at all. The white paper "shows through."

Is there anything complex or mysterious in the method by which such original illustrations are prepared? Not at all. The plate is an exact replica of the drawing as made by the artist. In other words, one section of the drawing was in straight wash, while the symbolic figure was in pen outline. In order to secure a perfect reproduction, it was only necessary to tell the engraver to "follow copy," aided by the combination line and halftone plate process. This effect would have been far less interesting had a screen been permitted to run over the entire area of the illustration, merely cutting out a few whites here and there. Combination plates cost more, yes, but they are well worth the difference if the artist's

original is to be faithfully shown in the final campaign.

The pen outline style seems far better, for illustrations of this type, than those which have been executed in full shade or in dry brush, with considerable detail. This is specifically true where the line part of the design is almost completely surrounded by halftone detail. The outline style provides

adequate contrast. There is no danger of confusion. No drawing done in this manner is too complex for the engraver to reproduce. The artist need not hesitate because he is fearful of just how far the engraver can go.

Wherever possible, however, it is best to segregate the pen work from the halftone, if this can be done without sacrificing the composition. Some of the Brixment layouts embrace such intricacies as an outline pen-drawn hand thrust right into halftone background detail. But the engraver has done his work exceedingly well.

There is no hint of the complex work necessary in the fitting of the two negatives. It is a perfect reproduction of copy.

In a business-paper campaign for Peelle freight elevator doors, allegorical figures often play a part in the layouts. Thus the Spirit of Electricity, drawn in graceful flowing pen lines, flashes current from a switch to elevator doors.

As you look at one of these pages, you are aware at once of two points of visual interest, one dominant and the other of secondary consideration. The switch box and the doors are in halftone, from photographs, and are much the stronger as a consequence. The



This Is Part of a Natco Tile Advertisement



YEAR after year the World's Greatest Automobile Show brilliantly silhouettes a twelve-month of spectacular achievement in Motordom. Automotive executives strain every nerve to win dominance for their models in this plethora of magnificence. Each year, dominance is more difficult to attain. A flood of spectacular and brilliant automotive newspaper copy breaks simultaneously—each advertisement representing the mature judgment of the best brains in advertising.

This year the Cadillac Division of General Motors will focus the attention of New York's Millions on its exhibit by the use of a new medium of advertising, intensifying interest, not only in their new models, but in their entire program of show publicity. Nightly the Cadillac-La Salle sales message will be flashed from the sky in vivid Neon Lights—*Flying Electric Sign Advertising*—complete coverage of Metropolitan New York with one dominating electric display.

WATCH THE SKY—AUTOMOBILE SHOW WEEK

AERIAL ADVERTISING, Inc.

353 FIFTH AVE.

NEW YORK, N. Y.



allegorical figure, being in delicate outline, is quite secondary, although sufficiently vigorous to hold its place in the layout.

Using a photograph as a starting point, the artist is in a position to achieve many interesting, unusual and artistic drawings which are a blend of the two techniques, line and camera.

Ten fine photographs were made of windows of frame steel. As the prints were turned over to the artist, they were, of course, photographic throughout, with vistas dimly seen through the windows, and the immediate environment of the frames also included in contrasting shadow. Enlargements were made of the photographs, up to twelve inches wide, and the artist then carefully cut out the portions in the frames which were of glass. This print was mounted on a piece of drawing board, with rubber cement, and the next step taken.

On the white surface exposed within the confines of the steel frame, the artist now drew, in pen-and-ink, very soft and sketchy scenery, for line reproduction, although the adjacent frames were to be in halftone. This series brought the product into the forefront of attention and while including the scenic bits, relegated them further into the background than would have been possible with the original photographs.

With a camera study as a base, any artist is in a position to provide excellent copy for these combination plate techniques. They can be so manipulated as to decrease the strength of unimportant factors.

Another business-paper series, for Natco hollow building tile, employs the joining together of line work with original wash drawings as the allegory of Wear and Time and Weather is balked by these barriers of tile. The artist uses a slightly different technique

than in the other campaigns mentioned, for a few blacks and a modest amount of pen shading is allowed to creep in. But as the figures in line are kept out to marginal whites and are very simple, contrast persists with equal success.

Now and again the artist will make one part of his illustration on comparatively thin if not transparent paper, in pen-and-ink, silhouette the subject with scissors



Kelly-Springfield Is Using the Combination Technique Successfully as This Illustration Shows

and mount this over the photograph which forms the foundation of the design. It is only necessary to do this silhouetting with care and to make definitely certain that all of the little edges are pasted down firmly and will not curl up when the drawing is placed in the hands of the engraver.

It is never advisable to place in juxtaposition a full-shade and complicated pen illustration or dry brush original with a halftone area. The two will "run together" so far as the eye is concerned. That necessary contrast between the two mediums is missing. And the technique should never lose sight of the need for contrast.

Pioneers

IN the eighteen-forties, when few men dreamed of flying and those few were burlesqued in "Darius Green and His Flying Machine," the Scientific American was printing pictures of the forerunners of the multi-engined ships which sail the skies today.

Twenty-five years ago when the Wright Brothers flew a hundred feet at Kitty Hawk, the Scientific American told how they did it.

Five years later, when Glenn Curtiss at Hammondsport made the world's first pre-announced flight, it was to win the Scientific American Trophy, and, of course, the Scientific American had the inside story.

Today, when aviation has become big business, the Scientific American is still the authority to which the big business man turns for light on the present and future of aeronautics, and of every other application of science to industry.

Could there be a better place to reach him with your message than here in the pages of the Scientific American, where his confidence and interest coincide?

Scientific American

24 West 40th Street, New York City

Blanchard - Nichols - Coleman, Representatives

Chicago

Los Angeles

San Francisco

Seattle

Atlanta

Announcing a Change in Our Name

Effective January 1, 1929

LYDDON & HANFORD COMPANY

will be known as

LYDDON, HANFORD & KIMBALL
I N C O R P O R A T E D

Mr. Abbott Kimball, the new member of the Company, has been Manager of our New York Office for the past four years. He will continue in active charge of this office.

LYDDON, HANFORD & KIMBALL, INC.

Rochester Office: 11 James Street

New York Office: 110 East 42nd Street

London · Paris

Advertising to the "Wheels Within Wheels"

The Baltimore & Ohio Railroad Advertises in Labor Publications to Establish Pride of Job

By Ralph Crothers

THE Baltimore & Ohio Railroad has for many years offered a conspicuous example of what real co-operation with labor will accomplish. The famous Willard plan, adopted back in 1924, showed that a sincere idea of co-operation which overlooked details was more effective than the squabbling over what form labor representation should take. The plan marked the first time that any union affiliated with the American Federation of Labor undertook joint responsibility with management in what had always previously been considered the problem and responsibility of management alone.

Under this plan, the union agreed to "enter upon constructive duties and responsibilities" and to increase production in the railroad's shops. It also provided that management would "share fairly with the workers the results of their joint efforts." The effects of this plan have not only been excellent from the standpoint of both labor and management in the railroad itself, but the plan has also spread rapidly into a large number of other industries.

In those industries where co-operative arrangements with labor concerning responsibility have been made, workers have taken a growing interest not only in how the product is made, but in how it is sold and how it serves its purpose. In one case, known to the writer, a big customer for a factory selling

door handles who had become angry at some variations from the specified order, which required working to close specifications, was completely mollified by a personal interview with four factory work-

THERE IS NO SUBSTITUTE FOR SAFETY



We—and that means the organization that is the Baltimore & Ohio—carry in our hands the lives of

thousands of men, women and children.

We have entrusted to our care goods and merchandise valued at many millions—

We operate a railroad.

And the safety of those lives—this merchandise—is paramount. Safety first—but even more than that—safety above everything. It is our common duty—none is exempt.

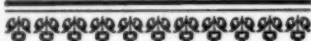
We are never "off duty"—even after hours. On our "day off"—we must be ever on the alert, keeping our minds clear, our bodies in condition, ready for the emergency that may never come.

Only so, only by constant vigilance, can we provide the extra margin that makes for safety—and for safety there is no substitute.

BALTIMORE & OHIO

In "Man-to-Man" Fashion This Advertisement Talks to Labor About Keeping Fit on "Days Off"

ers. Letters from the vice-president to the customer had had no appreciable effect but when he came to the plant and heard the workmen tell in simple language what the process was, how long they had worked at it, and just what the facts were in this particular case, he went out impressed by his first-hand experience as to what



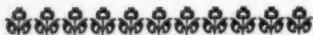
A GROUP of well-known artists rendering a complete service to Advertising Agencies.

CARL MUELLER
ANTHONY HANSEN
DOROTHY SCHNELLOCK
FRANZ FELIX
JOHN HAMMER
LESTER GREENWOOD
RÉ MARC
JOHN ROSENFELD
JAMES A. WADDELL
LOU NUSE
NORMAN STRAIN
J. W. RASKOPF

Konor & Peters

Pent House

18 EAST FORTY-EIGHTH STREET
NEW YORK CITY



pride in craft and service really meant.

Service in word or in letter means very little unless it is actually in the spirit of the men behind the merchandise. The same is true in even greater degree when service rendered by a great public utility is considered.

Railroad service, to the average mind, means the running of a certain number of trains, at regular times, between certain points.

To the management of a great railroad like the Baltimore & Ohio, service must be rendered with the "will to please" and it is surprising how far reaching this will to please must extend so that it will be evident to the passengers, not by reason of any one feature, but in every contact with the various employees.

More than that, it must reach into the freight department, which is the backbone of every railroad, and show itself in the handling of merchandise shipments expeditiously and intelligently, in the location of industries, in providing transportation that meets the particular need of the community as a whole. It is evident that no single individual can do it alone. It is a matter of organization, of an organization that functions as smoothly, that co-ordinates as perfectly, as a fine piece of machinery.

Such an organization is much like a fine watch. The world at large sees the hands, depends on these hands for accuracy, for dependability of service, and yet gives little thought to the wheels, cogs, springs and jewels whose unfaltering operation is responsible for the accurate time-telling that is expected.

Such perfection of organization is, of course, impossible to achieve where human beings are the activating elements, but the loyal co-operation of the thousands of employees of the Baltimore & Ohio, their pride of organization, is responsible in no small measure for its steady progress.

Between the president of a great railroad and the track-walker there lies a wide gulf, yet it has been

—"the most readable book on this subject or any other that has appeared for some time,"

Mr. Calkins

says to advertising men:

"Mr. Dwiggins has written a book on 'Layout' that is the clearest, the most interesting, the most attractive and the most readable on this subject or any other that has appeared for some time. He not only wrote the book but illustrated it, laid it out, designed the cover—in short did the whole job in the most inspired Dwigginsesque manner, and all the layouts with which the book is profusely decorated, instead of being clipped from current magazines, are original creations of Dwiggins' own.

"The object of this bit of enthusiasm is to urge every advertising man to secure a copy without delay and read it carefully. I promise him it will give a new conception of the advertising job from the physical point of view, and it will give him hours of real entertainment. The book is beautiful to look at, has been faithfully produced by Harper & Brothers, and can be bought for the ridiculously small sum of \$7.50."

Paul Hollister, Batten, Barton, Durstine & Osborne says:

"Federal Legislation to make his book compulsory to advertising practice might help."

T. M. Cleland says:

"Beautifully done, in fact so well done that there ought to be no further need of another book on the subject."

Harry L. Gage says:

"One of the few real contributions thus far on the making of advertising. Cubs, juniors and seniors in all branches should profit directly in its study."

D. B. Updyke, of the Merrymount Press, says:

"He has produced a volume which is not merely thoughtful and original, but which teaches the reader how to attack the various problems."

HARPER & BROTHERS

says Earnest Elmo Calkins in "Advertising and Selling"

of

LAYOUT IN ADVERTISING

by W. A. DWIGGINS

Exactly as they are met in actual work, Mr. Dwiggins takes up a large number of typical layout problems, and explains the step by step method of solving them. His method shows the reader himself how to create and criticize layouts successfully. Many rough layouts serve as a manual of suggested patterns for all sorts of advertisements. \$7.50.



ON APPROVAL ORDER FORM P. I. 1

HARPER & BROTHERS

49 E. 33rd St., New York City

Please send me postpaid for FREE examination one copy of LAYOUT IN ADVERTISING, \$7.50

☐ I will remit \$7.50 in ten days or return the book.

☐ Check is enclosed. ☐ Send C. O. D.

Name.....

Address.....

Business Connection.....

(Please fill in)

DIRECT MAIL must build SALES!

There is a vast difference between Direct Mail that builds volume for the post office—

And Direct Mail that builds *volume in sales!*

Start right! Counsel with Direct Mail specialists NOW for increased sales in 1929!

COYNE
and COMPANY, Inc.

131 DUANE STREET
NEW YORK

SALES COUNSEL—MARKET ANALYSIS
PLAN—ART—COPY
PRINTING—LETTER PROCESSING
ADDRESSING—MAILING

bridged more than once. "You can't keep a good man down" has had more than a few illustrations in the history of railroading.

And there is nothing that makes for loyalty, ambition and progress as a realization, by those on the bottom rungs, that those at the top are watchful of those below and ever-ready to lend a hand upward.

That idea is back of the unusual advertising which the Baltimore & Ohio Railroad carries on regularly, month after month, in labor federation magazines. This advertising has nothing to say to the patrons of the Baltimore & Ohio, although it does reach the traveler or shipper eventually in the form of better service. It is advertising that talks directly to the "wheels within wheels" in their own verbiage and conveys a message that cannot help but be a spur to ambition and loyalty.

One advertisement is called: "Consider the Little Rivet."

Surely there could be no more humble job than just holding on, yet if a rivet loses its head or its grip, there are not only rattles and squeaks but a little more work is demanded of the other rivets. Also the thought is conveyed that the human "rivet" of today has the opportunity to move on and up in the company.

Again, and from a different angle, comes an advertisement headed: "There is no substitute for loyalty." It is straight talk directed to men who are in the ranks of labor and some of whom are company employees.

"There is no substitute for safety" is the message carried by another advertisement which again points out, not only the importance of the individual job, but the necessity for keeping fit during "days off" as well.

There is no endeavor made, in this advertising, to put anything over or to lay down certain orders and regulations. On the contrary, it is "man to man" advertising, an endeavor to bring a closer relationship between the various departments of the organization, and the loyalty with which Baltimore & Ohio employees speak of



Do your selling activities require exact knowledge of the greatest buying influence in the world . . . the American homekeeper? Representatives of one of our clients talk yearly to ten million such women. You can tap this wealth of fact by counseling with the principals of this agency.



THE MANTERNACH COMPANY

Advertising

The Manternach Building · 55 Allyn Street
HARTFORD, CONNECTICUT



575,000 School Teachers —Put Them to Work

More than a half-million school teachers are awaiting your call to help in teaching 24 million school boys and girls of America to want your products. For they teach these children buying and living habits which they will follow throughout the ensuing years.

When properly approached, through their own publications, this army of teachers can easily be converted into your salesmen.

The State Teachers Association Group of 36 teachers' OWN publications guarantee you a circulation of over 575,000 bona fide teachers, without duplication. One order, one billing covers everything.

*Ask for Our New Data Book
and Survey of the School Market*

SERVICE BUREAU
OF STATE TEACHERS ASSOCIATIONS, INC.

103 Great Northern Hotel, Chicago, Ill.



Men Wanted

A new division of this company is preparing to get under way. Men of proven ability are needed.

The Skelgas Utility Division will place on the American market—first in the Middle West—a compressed (real) natural gas system for home use. A product offering greater conveniences and with a far wider market than any home product ever offered.

Men of ability to fill several kinds of gaps in our organization will soon be employed. One of the greatest needs is for men capable of assuming charge of a zone operation with a field sales personnel of ten to twenty men each. Men capable of handling positions of both greater and lesser responsibilities will also be employed.

Skelly Oil Company is one of the largest and strongest of the independent oil companies. In that third of the United States located in the Middle West it is a major factor in all divisions of the petroleum industry. It is a comparatively young company (eleven years) and still growing rapidly and solidly. Its rapid growth makes necessary a slight deviation from the usual policy of promotion from the ranks, hence an unexcelled opportunity for men approximately thirty to forty years of age who are looking a few years into the future.

No time available for lengthy exchange of correspondence, therefore imperative full information be contained in your first letter. Among other things give age, complete details of education, single or married, complete record of business connections and net income last ten years. Also nationality. Accompany with recent photograph or snapshots. State *actual* compensation net to yourself at which you expect to be *definitely* considered. Tell us where you believe you best fit into the picture.

Address Sales Manager
SKELLY OIL COMPANY
El Dorado, Kansas

"our" railroad, the evident will to please that they all seem to put into their jobs, is an indication that this advertising is reaching the mark.

Advertising directly to employees by means of pay envelope stuffers, company magazines, factory posters and the like is not a new idea. But this unusual campaign which is designed to sell service at the place it begins by advertising in publications read by wage earners in many lines of industry is a new departure.

It serves to set up the grandstand audience which can see and applaud the good play; it serves to focus upon one portion of the readers of a labor publication the general attention which makes co-operation and service living things instead of words. It is an advertising campaign to "sell" and keep sold, not transportation, but the spirit of co-operation between labor and management for which this railroad has long been famous.

Chicago "Tribune" Holds Advertising Convention

The Chicago *Tribune* held the seventeenth semi-annual convention of its advertising department recently. Colonel R. R. McCormick, editor and publisher of the *Tribune*, speaking before the convention, pointed out the new fields that are constantly being opened up for newspaper advertising. Financial advertising, he stated, which some years ago practically didn't exist, today is an important economic necessity.

In speaking about the Sunday newspaper, Colonel McCormick stated that "there is a complaint among some publishers that the Sunday newspaper has been losing ground" and then went on to deny the truth of this assertion, pointing out several advertising advantages that belong specifically to the Sunday newspaper.

William E. Donahue, advertising manager of the *Tribune*, presided at the annual dinner held in connection with the convention.

New Accounts for Albert Frank Agency

Lincoln Lloyds, insurance underwriter, Chicago, and the Greater Chicago Lake Water Company, of that city, have appointed the Chicago office of Albert Frank & Company, advertising agency, to direct their advertising accounts. The Lincoln Lloyds account will use newspapers and direct mail. Newspapers will be used on the Greater Chicago Lake Water Company account.

Saying It With Orders In 1929

The oil burner industry did more business, sold more burners, in 1928 than in any year of its young existence. And 1929 will see a bigger volume of business than this giant young industry has ever known.

The rapid growth in oil burning is creating an expanding market for literally dozens of other products used in their manufacture, sale and installation. The industry will say it with orders in 1929 to the tune of \$137,000,000!

Most of this sum is spent with FUEL OIL advertisers. FUEL OIL is concentrated in this big market, is exclusively devoted to and completely covers the oil burner industry.

Write to FUEL OIL'S Department of Research and Selling Helps for specific information on the market for your product in this industry and how best to reach it.

FUEL OIL
and Temperature Journal

Devoted to Progress in the Use of Oil Fuels

420 Madison Ave.
New York

Chicago San Francisco



POCKET SIZE

CHECK UP ON
HARDWARE STORES
AND YOU WILL FIND
THAT MORE DEALERS
READ *GOOD HARD-
WARE* THAN ANY
OTHER MAGAZINE—
POCKET SIZE IS
ONE OF THE MANY
REASONS.

GOOD HARDWARE

79 MADISON AVE.

N. Y. C.

An organization of
idea men, writers,
designers, typogra-
phers and pressmen,
working to produce
new business literature



CURRIER & HARFORD
LTD • 460 W. 34th STREET, N. Y.

Now the Eberhard Faber Pencil Company

The firm of Eberhard Faber, Brook-
lyn, N. Y., pencils and erasers, etc.,
which has been conducted as a part-
nership consisting of Eberhard Faber
and Lothar W. Faber, has merged with
the Eberhard Faber Pencil Company.
The merged companies will incorporate
under the name of the Eberhard Faber
Pencil Company.

H. B. Carpenter with Cannon Mills

Harry B. Carpenter, formerly with
Hommann & Tarcher, Inc., New York
advertising agency, has been placed in
charge of the advertising and sales pro-
motion of the Cannon Mills, Inc., of
that city, maker of Cannon towels,
sheets and pillow cases.

Appoint Grant & Wadsworth

The Long Sang Ti Company, importer
of Oriental artware, and the May Chong
Company, Chinese art goods, both of
New York, have appointed Grant &
Wadsworth, Inc., advertising agency of
that city, to direct their advertising ac-
counts.

Fishing Tackle Account for Moser & Cotins

Moser & Cotins, Utica, N. Y., have
been appointed by the Horrocks-Ibbot-
son Company, of that city, maker of
fishing tackle, to direct its advertising
account.

Appoints H. S. Howland Agency

Electrad, Inc., New York, maker of
radio specialties, has appointed the H.
S. Howland Advertising Agency, Inc.,
of that city, to direct its advertising
account.

To Join Nelson, Duncan & Harlow


R. Bernard Harrison, recently with
the Folsom Engraving Company, Boston,
has joined Nelson, Duncan & Harlow,
advertising agency of that city, as pro-
duction manager.

Detroit Office for Allen- Klapp Company

The Allen-Klapp Company, publishers' representative, has opened a branch of-
fice at Detroit. Robert A. Crooks, who
has been with the Allen-Klapp Chicago
office, will be in charge.


W. M. Findlay Joins Sterling Beeson Agency

Wallace M. Findlay has joined Sterling
Beeson, Inc., Toledo, Ohio, advertising
agency.



The success of
THE FINE ARTS ENGRAVING COMPANY,
in so short a time, is due to an appreciation of fine engravings by critical buyers.

THE POWERS ENGRAVING COMPANIES
extend to all their
best wishes for a Bright
and Happy New Year.



In our twelve years in market research practice we have had an excellent chance to observe that those businesses which are studying their markets and marketing carefully and consistently, and applying the results, are almost invariably the ones which show consistent profit increases and which are known for their stability.

The men who run these businesses are neither afraid to ask questions nor reluctant to pay for dependable answers.

R · O · EASTMAN Incorporated

7016 Euclid Avenue . . . Cleveland
113 West 42nd Street . . . New York

Business Paper and Periodical Publishers

may arrange for eastern representation. Wide acquaintance in Seaboard territory acquired during past 8 years. Am interested in responsible, established connections only. Good record and best of references.

Address Edwin F. Ripley
118 East 28th St., Room 607
New York City

Extra Profits for Aggressive Dealers

McKEE & ALBRECHT

PHILADELPHIA, PA.

Editor of PRINTERS' INK:

We were wondering if you have available any information on the practices of various manufacturers of food products in offering financial or other incentive to chain stores for increased sales during a year as compared to sales during the previous year? If you do have such information or can put us in touch with someone who has, we shall appreciate it very much.

McKEE & ALBRIGHT.

MUCH midnight-oil was burned by manufacturers last year in thinking over plans that would pep up wholesalers and retailers. More manufacturers have given thought to plans conceived for such purpose than have put them into effect.

In the early part of 1928, the Beech-Nut Packing Company made a deal with the United Cigar Stores Company whereby that tobacco chain organization obtained a large amount of Beech-Nut common stock at a price considerably under the quotation for such stock on the New York Stock Exchange in return for a promise to push Beech-Nut chewing gum and confections. Within a very short time, Life Savers, Inc., made a deal of the same nature with the same retail organization. The United Cigar Stores' paper profit, assuming that the reported figure at which they purchased the securities of these two companies was then correct, is well over a million dollars on each deal. What the two manufacturers have obtained from these deals is not known. It is possible that some indication may be obtained, however, when their 1928 financial reports become public.

We mention this particular plan because confections, such as were involved in these two deals are products that are generally included in the broad field of food products.

The Postum Company, an organization that is most certainly in the food field with both feet, has an extra-profit plan. That plan,

OPENING FOR *Experienced Sales Manager*

A MANUFACTURER of high standing requires a sales manager of experience and outstanding ability. The drug trade is one of the important fields to be covered, and although the product is not a proprietary article, the competition on this line is very keen. The line will be well advertised.

The qualifications offered by applicants for this position should be as follows: Definite experience and ability in the training of salesmen and in the directing of sales work. Thorough knowledge of the merchandising problems in the drug trade, both chain and independent stores, and how to meet these problems. Familiarity with the use of advertising as an aid to sales and how to get the most out of it. Aggressiveness, but with a pleasing personality and temperament. Preferably the man for this job should be at present employed—we will not be interested in men who have not been successful in their past business connections. Write full details of past experience. Confidential.

ADDRESS REPLIES TO THIS PUBLICATION
"H." BOX 208

JANUARY**15**

An experienced, young
Copy and Contact Man
will be available

HE WILL PROVE of invaluable assistance to a busy account executive. He can follow through on a job from the contacting to the ordering. His specialty is copy—but he is thoroughly familiar with visualization, typography and production. During the seven years of his unusually broad experience, his work has received high praise in advertising reviews. Address "Y," Box 58, Printers' Ink.

Sales Manager Opportunity

You should earn five good figures. This is offered only to you who will bet on yourself; who can carry yourself for the few weeks until the sales carry you. Nothing paid to us; nothing to buy; only your own personal expenses, which you control. It is on a commission of generous size; with assurance that the rate will not be cut.

You will appoint agents for the Super Service Electric Suction Cleaner; organize them and their staffs; support them in selling. We carry the accounts; time payments if requested, though rare in our class of buyers. All in compact, big-city territory; no long jumps to waste your time and money.

You will have a background of 14,000 units sold, whose good will has brought us business with little selling effort. Now we are moving faster and need expert sales management. Our friends are the office buildings, hotels, theaters, churches, schools, apartments, industrials, larger homes and others. Upwards of twenty large groups in every city and more outside. With no chance for saturation; many repeaters after the first one is tried. It is big business for a big man.

WE RING NO DOORBELLS. This is not the small-residence type of cleaner. Nor is it the stationary-built-in type nor yet the semi-portable. This type we developed ourselves; sturdy but light weight, with strong suction and it does wonderful cleaning. Janitors love it and women use it easily.

The owner likes the low cost and the small upkeep. But there is ample money to pay salesmen generously, and also the distributor. Good pay gets good men.

This is why it is not just a job on a salary but is a partnership; we carry the heavy end and, because we have profits and need you, we will make it worth more than most can offer.

You will never find another investment as small that will pay you so much. Write us your experiences which will assure success with this unit. Strictly confidential. Your references later. Our references: The Toledo Trust Co., Bradstreet, Dun.



The National Super Service Company

904-914 Lafayette Street

Toledo, Ohio

If this is not for you, please refer it to a friend.

put into effect in 1928, does not concern itself specifically with chain stores; it is concerned with "all direct customers" of the company.

From a printed announcement that filled an eight-page booklet, we quote the following statement, which we believe satisfactorily gives the highlights of this plan:

"Since any increased profits must result chiefly from increased sales, we have decided to share the resulting benefits with those who do most to make them possible.

"The advertising of the Postum Company, by interesting new consumers and increasing frequency of use by present consumers, is creating a constantly expanding consumer market. This advertising is carried on in the interest of all our customers. Not all, however, take equal advantage of the opportunity thus offered.

"It is to encourage and reward those who are most aggressive in their efforts in behalf of our products that this extra profit plan has been developed.

"Under the Postum policy all customers are on an equal basis of opportunity. This policy, briefly, is:

1. Guarantee of quality.
2. Guarantee of price—your floor stocks are protected against our price decline.
3. Guaranty of sale.
4. Guaranty of proper turnover of stock—based on your acceptance of the purchase plans presented by our sales representatives.
5. Guaranty of a single price basis to all our customers in the same freight zone.

"With all customers placed upon an identical basis of opportunity by this policy, and with no financial risk to the customer who stocks our merchandise, the opportunity for any customer to benefit from our extra profit plan will be determined solely by the selling ability of his organization.

"Subject to the qualifying details explained in succeeding paragraphs, the plan is as follows:

"If you were a customer on our direct list during the entire year 1927, and if your purchases from us during the entire calendar year 1928, in cases or units of grocery

ANNOUNCEMENT

I am negotiating exchange contracts for hotels in the following cities and resorts, also Cruises to Bermuda and the West Indies:

Spend the Winter in Florida

Albany	Coney Island	Milwaukee	Savannah
Asheville	Detroit	Mobile	Sarasota
Atlantic City	Gulfport, Miss.	Nantucket	St. Petersburg
Augusta, Ga.	Havana	New Orleans	Steamship Cruises to
Baltimore	Hollywood, Cal.	New York	Bermuda, also the
Bermuda	Jacksonville	Paris, France	West Indies
Boston	Kansas City	Pinehurst	Tampa
Buffalo	Los Angeles	Philadelphia	Toledo
Cincinnati	Memphis	Palm Beach	Toronto
Cleveland	Miami	Rochester	Washington, D.C.
Columbus, Ohio	Miami Beach	San Francisco	Yule Palm Beach

Publishers, may secure booklets and information by checking the city or resort on this list.

My commission is 15 per cent in cash.

COOPERATION

Extended to advertising agents and publicity directors who may require assistance in handling exchange advertising for their hotel clients. I have had eighteen years experience in hotel advertising.

GEORGE W. TRYON

Times Building

New York

Do You Know a Young Man Who Knows Direct Mail and Sales Promotion Work?

We are looking for a young man who understands the use and distribution of direct mail in the advertising scheme of a large corporation.

He must understand sales promotion work and have enough personality, energy and red blood to go out into the field and merchandise our advertising to the dealer.

This young man is to act as assistant to the advertising manager. His salary will not be the important consideration in this connection for the first twelve months. The opportunity to prove himself with a live, growing, big corporation will be the thing he has in view.

If you know this young man tell him there is a position open for him in New Orleans right now. Tell him to write giving a complete outline of his experiences; photograph, references and salary expected.

Address "C," Box 206, Printers' Ink.

specialties, exceed your 1927 case or unit purchases by at least 10 per cent, you will receive from us after the close of 1928 an extra profit dividend on your total 1928 purchases in accordance with the following schedule:

"If your total case or unit gain in 1928 is 10 per cent or more but less than 15 per cent, you will receive an extra profit dividend of 1 per cent of your total 1928 net dollar purchases after deducting 2 per cent cash discount, whether taken or not.

"If your total case or unit gain in 1928 is 15 per cent or more but less than 20 per cent, you will receive an extra profit dividend of 1½ per cent of your total 1928 net dollar purchase after deducting 2 per cent cash discount, whether taken or not.

"If your total case or unit gain in 1928 is 20 per cent or more, you will receive an extra profit dividend of 2 per cent of your total 1928 net dollar purchases after deducting 2 per cent cash discount, whether taken or not.

"Extra profit dividends will be paid as soon as possible after December 31, 1928."

A new profit-sharing plan for retailers but not one of a business in the food field was described in the November, 1928, issue of *PRINTERS' INK MONTHLY*, by H. J. Pinney, acting president of the Union Tobacco Company.

The particular inquiry which is being answered here specifically refers to chain stores. Generally speaking, it would be our advice to a business using more than one type of outlet to make no extra-profit or profit-sharing plan that is confined in its application to one type of outlet.—[Ed. *PRINTERS' INK*.

J. J. Fuller Heads Buffalo Kiwanis Club

J. Jay Fuller, president of the J. Jay Fuller Advertising Agency, Buffalo, has been elected president of the Buffalo Kiwanis Club for the year 1929.

Joins Seattle Printer

Arthur E. House, has joined the staff of the Piggott Printing Company, Seattle. He was at one time with the *Seattle Post-Intelligencer*.

WANTED: An Advertising PRINTING SALESMAN

He must be a man who is now selling national advertisers, the Fifth Avenue stores, and advertising agencies in New York.

If he is satisfied with his present position, we do not want to take him away from it.

If the policy or equipment of his present employers is limited, however, we believe we have a real opportunity for the right man.

Such a man should have knowledge of printing and advertising and should also possess personality, imagination and creative ability.

We have been established in New York for many years, are equipped with modern machinery and have an enviable reputation for producing advertising material of the highest quality. We now have a substantial number of accounts, but would like to secure a man who can sell and service a few more. The compensation will be adequate.

If you are interested, write for appointment. Give your age and describe experience fully. Your letter will be considered confidential. Our organization knows of this advertisement, so you can write fully.

ADDRESS: PRESIDENT, BOX 59, PRINTERS' INK



27 Years of Printers' Ink at CALKINS & HOLDEN▲▲▲▲

"We have bound volumes of Printers' Ink covering twenty-seven years. I have always regretted that I gave away an original set of Printers' Ink reaching back to 1894 when I came East. However, the bound copies we have cover the best period that Printers' Ink affords, and these volumes are the most valued part of our business library."

EARNEST ELMO CALKINS

President.

For current use Calkins & Holden subscribe for thirteen copies of *Printers' Ink Weekly* and seven copies of *Printers' Ink Monthly*.

What Is Good Copy Worth?

(Continued from page 8)

protection and insurance. If he prepares himself to give such expensive service at less than cost, he begins to cut price on a product which, if good, was not too highly priced before.

His business mistake is his failure to envalue the word "copy" sufficiently. "Copy" is not an inspirational sounding word. In fact, it is a rather tame word. Even the agent as he grows big and becomes a purveyor of many kinds of service may forget that copy and space are nine-tenths of what good he can offer.

Much Too Little Good Copy

We know this is true because we see much relatively poor copy coming from agencies, copy that has been standardized into correct form, good dress, modern style all through, but which does not get under the skin—copy which has been prepared by, edited by, and approved by a committee instead of a genius—compromise copy.

Art cannot be a compromise. Copy may have physical imperfections ironed out by a committee, but its inspirational presentation must be the work of an able or brilliant individual. No committee was ever a genius.

The Big Client who pulls his agent's attention and his own away from the art of advertising to the supplying of industrial information may be dulling a fine tool for himself. It is difficult for us to see this because we are worshipping big business.

I cannot believe that the best advertising comes logically from mass production. It is as individual as surgery.

An advertising man makes a good start by putting his whole soul and his individual genius into making advertisements for clients. He makes a fine success of the advertisements and a moderate success of his business. He feels that he can spread his advertising genius into a bigger business by

Sales Executive

Now Employed: Will consider a change if the opportunity to improve conditions is good.

Has been with present employers, a national institution, over seven years.

A thoroughly trained executive, has been salesman in a territory, a branch manager and assistant to General Sales Manager.

A good judge of men, an experienced handler of salesmen, not afraid to go out and help and instruct the other fellow in the field.

Knows the trade territories and has worked personally all east of the Rocky Mountains.

Just completed an assignment to consolidate, reorganize branch offices, reduce operating expenses and maintain and increase sales volume; contact here was with retail merchants.

Has employed and trained own salesmen, and supervised these men who secure a sales volume in excess of two million dollars yearly.

Present assignment requires constant contact with heads of large manufacturing concerns and executive heads of the railroads.

This man is 36, married, a six-footer, Scotch-Irish parentage, well educated, pleasing personality and now earning in excess of \$8,000 per year.

This outline gives you a general picture of this man and you can communicate with him through "V." Box 48, P. I.

Wanted SALES MANAGER

If you are now successfully managing a specialty sales force, and have fully demonstrated your ability, not only to close sales, but to train and handle men, we offer a real opportunity. We want a man to direct industrial and domestic sales of the Iron Fireman Automatic Coal Burner in Metropolitan New York. This Stoker is nationally advertised and the leader in its field. Units of sale range up to \$2500. The man we select will be paid a liberal salary, plus bonus based on results. Applications, which must be made by letter only, will be kept confidential.

Address: Mr. T. H. Banfield
Albert Frank & Co.
14 Stone Street, New York

To the Lithographer

Every day, more and more lithographic manufacturers are equipping their plants for the reproduction of oil paint displays via the silk screen process. No doubt throughout the existence of your esteemed house you have received numerous calls for quantities of 5,000 and under. It is needless to say that in quantities of this size the most economical means of producing would be through the above-named process. The advertiser has been in a growing business for a number of years, but, due to no capital or sales force, wishes to be connected with a large and reliable lithographic house where both these assets are not limited. Highest type references can be furnished. Address

"W," Box 202,
Printers' Ink

ACTIVE AGENCY MAN WANTED

A man now engaged in Agency Service, preferably an account executive with ability as copy writer, will be taken into this fully recognized agency as a partner. Must be a business getter, Christian, and a man who can fit himself into a smart, bristling organization, located in New York and serving some well known accounts.

State all facts in your first letter. Absolute confidence. Our people know of this advertisement. Address: "A," Box 204, Printers' Ink.

using the brains and time of other bright men. He gets more business. He may have many disappointments in the performances of these other bright men. They add to his risk. To protect himself he tries to standardize his performance. He has become conscious of serious risks. His working margin of compensation is so narrow that he fears an undeserved financial failure. Many of the agency failures have been undeserved. And he goes to work to protect himself by adding to his line the other products we have mentioned.

Right now we are in the midst of the keenest copy competition. The old personal hold which many agents had on their clients is loosening as these clients either join great mergers or find competitive advertisers outstripping them. "Is our advertising good enough?" is a question now asked much oftener than ever before.

In a funny, human, blundering way, the advertising agent is trying to insure his business by diminishing its possibility for profit per dollar he invests in it. He is also in danger of losing his sharp focus upon the one thing of supreme importance which he provides, copy.

He is adding to his costs in face of the fact that if he does his work brilliantly he is already being paid too little for it.

H. R. Eicher Advanced by Duro Company

H. R. Eicher, assistant sales manager of the Duro Company, Dayton, Ohio, has been made sales manager of that company. He joined the Duro company several years ago as sales promotion manager.

Death of Arthur H. Smith

Arthur H. Smith, vice-president and manager of the Pittsburgh, Pa., division of The Alling & Cory Company, Rochester, N. Y., paper manufacturer, died recently at that city. He had been head of the Pittsburgh division for the last twenty-five years.

Appoints Donovan-Cummings

The Minton-Scobel Company, Cleveland, builder of chain stores, has placed its advertising account with Donovan-Cummings, advertising, of that city.

Branch Managers Wanted

Men who have successfully managed sales branches, whose earnings are over \$6,000 are invited to reply to this advertisement.

Specialty sales experience and management is preferred but not required. Ability to organize, train and hold men is important; and applicants should have a record of profitable operation.

Depending upon ability earnings will run from \$8,000 to \$25,000 per year. The business is thoroughly established and the men selected will have the benefit of the experience and cooperation of other successful executives as well as the prestige and backing of the largest company of its kind.

Please submit detailed information including age, education, past experience, present earnings, languages spoken, and your preference as to permanent location.

Address "B," Box 205, care of
Printers' Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
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A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic W. Read

London: Thomas Russell

NEW YORK, JANUARY 3, 1929

Why Price Advertising Is Losing Its Appeal

Why is it that price advertising does not pull with the force that it exerted formerly—five years ago, say? Why is it that a thoroughly reputable and large-sized furniture organization selling popular-priced goods closed its store in Minneapolis recently, frankly admitting it could not "make the grade," while, simultaneously, stores such as Marshall Field's are selling expensive Lenox china and similar smart merchandise to people of whom they have never heard? Why is it that price stores, that formerly prospered on bargains, are now fighting for their lives?

The answer, we believe, is to be seen in a remark made by Franklin P. Hobbs, business analyst of the Central Trust Company, Chicago:

"The masses do have money to spend."

This is it exactly; and they *spend* it. Moreover, the relative buying power of the classes is small indeed.

It would seem, then, that the manufacturer could well afford to encourage the retailer at this point to direct his advertising so as to create salability for his store as a place of worth and quality. This is infinitely better than steadily recurring, spasmodic attempts to drag people in by using the one-time effective cry of "bargains! bargains!" The trouble with the latter is that it does not build anything; a harder dose has to be administered each time, or the effect is nil.

There are plenty of affirmative illustrations. To confine the picture to Chicago—and of course every other sizable city presents similar cases—there are Marshall Field & Co. and C. D. Peacock & Co. The Field store is the absolute despair of high-class furniture stores because both masses and classes insist on going there to buy house furnishings. Jewelry dealers try in vain to lure their customers back from Peacock's, for several decades known as a quality (and high-priced) jewelry house.

The reason? Marshall Field and Peacock have created for their stores this salability of which we have just spoken. Their names have become synonymous with smartness and up-to-dateness. And most people know these days, thanks to advertising, that worthy merchandise within the price capacity of almost anybody is sold by the quality store—even though it does not deal in trash.

People—the masses, if you please—have money to spend, just as Mr. Hobbs says. Add to this the education in merchandise they have achieved from advertising and the modern living standard, and you have a combination that makes the life of the bargain seller increasingly burdensome.

Otto Kahn sizes up the merchandising situation correctly and gives a valuable hint to advertisers when he says that "the difference

between that which is available to people of moderate means and that which is available to the rich is steadily diminishing."

More of the quality note is needed in advertising.

Those Who Will Not See

Copies of a recent PRINTERS' INK editorial congratulating the First District Dental Society on its condemnation of unethical dentifrice advertising were sent to a number of dentifrice advertisers. Most of these advertisers are quite ethical but a few are among those whose names were mentioned privately by the dentists as being the supporters of misleading and exaggerated copy.

We have received a number of letters replying to this editorial and endorsing the society's action and lo! some of the most enthusiastic have come from the very advertisers who were attacked, if not by name at least by intention, in the society's resolutions.

We might be inclined to laugh with some degree of heartiness at this pathetic blindness on the part of advertisers who do not realize they are unethical if we were not certain that their blindness is quite hypocritical. They know as well as anybody that their advertising is misleading and they are merely trying to get aboard the bandwagon.

It has been our experience that any attack on super-advertising is bound to arouse the enthusiastic encomiums of the worst offenders. They probably reason that if they can make enough noise they will distract attention from their obvious shortcomings. It is unfortunate that their noise occasionally leads well-intentioned persons to become suspicious of the intentions of any reform movement.

We might pass a word along to the unethical advertisers with the hope that they will realize its truth. The mere fact that they are coming out in favor of a restriction of super-advertising will not make the dentists forget their long years of misleading and exaggerating claims. One of the saddest pictures is that of a convicted criminal

coming out heartily against crime in the hope that his sentence will be lightened. Something analogous is happening right now in the dentifrice industry.

The time for the super-advertiser to reform is before he has been caught. The forces leading the fight against super-advertising are not so unintelligent as to be fooled by deathbed reformations, no matter how noisy these may be.

To super-advertisers who have not been caught our advice is to reform while there is time. To those who have been caught we can offer no words of consolation.

Test It First

If we ever have to plead guilty to the charge of being boresomely repetitious, it will probably be in connection with our frequent warnings to test ideas before adopting them. A recent occurrence once again demonstrates the importance of testing ideas, rather than adopting them in the flush of enthusiasm.

We have reference to the business reply card and business reply envelope privilege—otherwise known as the C. O. D. mailing plan—which lately became part of our postal system. This is a measure for which certain advertisers fought for a long time. These advertisers claimed that it would materially lower their cost of doing business and, at the same time, would not cut the income of the Post Office.

Perhaps those advertisers who battled most insistently for this measure have since found that their fight was not in vain. Now that the service is theirs to use, they may have discovered that present and future savings in postal costs will more than compensate for the time and expense required to put the measure through. But here is the point:

Some advertisers who promptly jumped in and used the C. O. D. plan have had forcefully impressed upon them the inaccuracy of that old adage that what is sauce for the goose is sauce for the gander. For in their cases it has been found that, for some reason so far not thoroughly explained, the C. O. D.

cards and envelopes cut down returns to the point where their use becomes an expensive economy. As a consequence, information which might have been obtained with a small test mailing, was uncovered only after the regular mailings had gone out, and some profitable business had been lost.

Of course, advertisers want to know why the C. O. D. cards and envelopes lessen returns from some mailing lists. Up to the present, the only explanation we have unearthed which seems to shed some light, is that on a "mass" mailing list the C. O. D. plan has everything to commend it, but that on a "class" mailing list it cuts down returns to a point where it would be more economical to use regulation Government postcards or stamped envelopes.

It is our purpose to gather further information on this subject so that advertisers may know how best to employ this new Post Office service. With that in view, a number of large direct-mail advertisers are being asked to relate their experiences. However, we realize that certain organizations which have had enlightening results with the C. O. D. mailing privilege may not come within the scope of this investigation. We sincerely hope that these advertisers will write us voluntarily.

President Coolidge's Health Platform

The President's article sent to the *St. Louis Post-Dispatch* on its fiftieth anniversary contained a sound health platform for all executives. It might be summed up as follows:

1. Regular habits; meals at regular hours. Early to bed.
2. Short walks before meals.
3. Vibrating machines indoors (what a great testimonial!).
4. Exercise that can be put into operation near at hand.
5. Giving up outside distractions which cause loss of time, such as a multitude of speeches at useless banquets.
6. Delegating details to others. Making sure that work is well done rather than doing detail work.

7. Maintaining an isle of escape. A place off in the hills but near enough for short trips. As the President puts it:

It seems to me that some place should be provided in the hills within easy striking distance of Washington where the President might go for two or three days at a time when he was so disposed, with conveniences for entertaining members of the Government and other guests, where he could have that freedom of action which he has only at the White House and where he could get a complete change of atmosphere.

His whole philosophy of keeping well is to take exercise when one can, near at hand, to substitute short occasional trips to a nearby place for longer vacations requiring long and often worrisome preparation.

In an article in *PRINTERS' INK MONTHLY* for January, Amos Bradbury takes the President's suggestion, made to his successors in office, and applies it to business executives. He recounts the hobbies and the health habits of several well known industrial leaders in an article which will appeal to all business men.

"Life is," he says, "among other things an endurance contest. The pasty faced boys with patent leather hair whose only color is secured from the lights of night clubs have a habit of falling out of the line of march."

Harder competition requires better health to meet it.

The Bradbury article based upon President Coolidge's constructive suggestion will start a train of thought which may turn a successful clothing manufacturer into a builder of bird houses, or a maker of machinery into an explorer of caves.

For in it, every business man is urged to cultivate a hobby and some of the ones mentioned are decidedly unusual.

Death of Michael F. Collins

Michael F. Collins, publisher of the *Troy, N. Y. Observer-Budget*, died at New York, recently. He purchased the *Troy Observer* in 1897 and later amalgamated the *Budget* with it. In addition to his publishing activities, Mr. Collins was active in politics, having served as State senator. At the time of his death, he was seventy-four years old.

Industry Works on its Stomach



ECONOMISTS recognize the fact that a solid agricultural background is necessary for industrial expansion.

The Agricultural background of the South accounts, to a great extent, for its present prosperity and development. This condition is reflected in the high rate of industrial production and the large purchasing power for luxuries.

The aggregate value of the principal Southern farm crops in 1927, based on December 1st prices and estimates of the Department of Agriculture, was \$3,612,131,000 or 39.6 per cent of the country's total. This value was produced on 135,034,301 acres or 36 per cent of the total harvested crop area of the United States.

More than fifty farm crops can be grown in many of the Southern States. The South now leads in diversified agricultural output. About one-third of the commercial trucking crops of the United States are produced in the South, totaling \$324,614,000 in 1927.

The cotton crop comprised one-third of the total agricultural production. Of the cotton consumed in the United States, 76 per cent

was used by Southern textile mills. The South's greatest industry finds its raw material at its back door.

An intelligent survey of the South shows a healthy market founded upon solid industrial expansion. Both urban and rural sections have reached a degree of prosperity such as they have never known before.

Can you afford to ignore this great and soundly growing market?

COTTON

9,000 circulation, covers the rapidly growing Southern textile industry.

SOUTHERN HARDWARE

Goes to 7,500 Southern hardware dealers and jobbers.

SOUTHERN AUTOMOTIVE DEALER

Reaches 13,000 Southern wholesalers, jobbers and dealers in automobiles and accessories.

ELECTRICAL SOUTH

Goes to 5,500 central stations, jobbers and dealers throughout the South.

SOUTHERN POWER JOURNAL

Dominates the power field in the South. Circulation 20,000.

W. R. C. SMITH PUBLISHING CO.
ATLANTA, GA.

Advertising Club News

E. W. Farrell Heads Newark, N. J., Club

Eugene W. Farrell, of the Newark *Evening News*, has been elected president of the recently organized Advertising Club of Newark, N. J. Arthur O. Price, advertising manager of the Kresge Department Store, was elected vice-president and chairman of the committee to draw up a constitution and by-laws. E. B. Wolfe, United Advertising Agency, was elected treasurer, and J. Douglas Gessford, Newark Suburban Newspapers, secretary.

The executive committee consists of R. W. Chambliss, Fidelity Union Trust Company; Bryant W. Griffin, National Newark & Essex Bank; L. T. Russell, publisher of the Newark *Ledger*; Leonard Dreyfuss, president, United Advertising Agency; I. A. Hirschmann, L. Bamberger & Company; Morris Scheck, Scheck Advertising Agency; and D. S. Colyer, Colyer Printing Company.

* * *

Past Presidents Made Life Members by San Diego Club

At a recent meeting of the Advertising Club of San Diego, Calif., held in honor of its past presidents, life memberships were presented to past presidents of the club. Those who received life memberships were: A. Flowers, E. Davidson, A. Johnson, Stanley Hale, Arthur Morse, L. Mills, Harry Folsom, Hugh Strong, T. Shore, Anton Hanson and J. D. Smith.

* * *

Cincinnati Club to Hold Twenty-Fifth Anniversary

The Advertisers Club of Cincinnati will hold its twenty-fifth anniversary dinner on January 9, with Louis Wiley, business manager of the New York *Times*, as the principal speaker. Roger Ferger is chairman of the committee in charge for the Advertisers Club with James W. Brown and Foster F. Hayes as assisting members.

* * *

Start Club at Olympia, Wash.

An advertising club has been started at Olympia, Wash., with an initial membership of fifteen. A. P. Drees has been made president; Carl Hedberg, vice-president and A. E. Raleigh, secretary-treasurer. John Paddock, E. A. Hedwall and Robert Porter have been elected members of the executive committee.

* * *

Davenport Club Starts Advertising Course

The Advertising Club of Davenport, Iowa, has started a ten-week course in advertising and merchandising. Charles C. Cesana, of the Mutual Benefit Life Insurance Company, is in charge of the course.

Pacific Clubs Undergo Survey

The Pacific Advertising Clubs Association has finished a survey on the clubs which form its membership. These clubs number twenty-nine in California, Oregon, Idaho, Washington, British Columbia and Hawaii.

Initiation fees, based on eighteen clubs reporting, it was found, ranged from \$2 to \$50. As a rule the survey showed the amount of the fees increased with the size of the club and the size of the city.

Annual dues ranged from \$4 per year to \$36 with an average of \$12. Payments of dues, on the average, were made quarterly.

The occupations of the presidents of twenty-six clubs were found to be as follows:

Retail business	4
Advertising business	3
Banking	3
Newspaper	2
Printers	2
Students	2
Wholesale business	2
Auto dealer	1
Building and Loan Associations... 1	
Commercial artists	1
Office managers	1
Public service corporations	1
Realtor	1
Theater operators	1
Trade association work—	

Printing

The membership of the smallest club was 15, the largest in excess of 800; while the average for 28 clubs was 143, with nine clubs reporting over 100 members. The average attendance at meetings for all clubs was 52 per cent.

* * *

Poor Richard Club Prepares for Franklin Celebration

The theme of the Benjamin Franklin birthday celebration which The Poor Richard Club of Philadelphia will hold on January 17, at the Bellevue-Stratford Hotel, will be "On-to-Berlin" for the International Advertising Association convention. The Poor Richard Players will put on a play written by John A. Lutz, vice-president of the club, with the assistance of Le Roy Bossert, P. Schuyler Briggs and Stanley B. Reed. Sylvan Hofheimer is director of the banquet, which is an annual event of The Poor Richard Club.

* * *

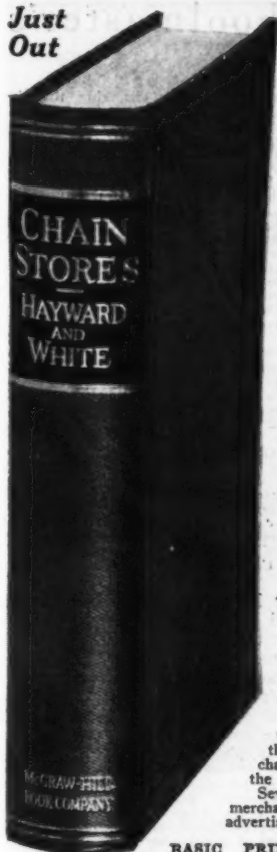
Elected by Magazine Club

Albert J. Gibney, advertising director of the Frank A. Munsey Company, has been elected a director of the Magazine Club, a New York association of advertising directors and representatives of magazines. Mr. Gibney is a former president of the club.

* * *

Robert R. McKean, sales manager of the Knight Packing Company, has been made a director of the Advertising Club of Portland, Oreg.

**Just
Out**



A Complete Discussion of Chain Stores

The book gives you all the fundamental facts about chain stores. It presents the primary rules to be observed in conducting any chain enterprise. These rules are illustrated by examples of these chain stores that have been most successful.

CHAIN STORES

Their Management and Operation

By Walter S. Hayward and Percival White

New Third Edition

582 pages, 8½ x 5, Illustrated, \$5.00

Contents

- I.—Principles of Chain Store Operation.
- II.—The Chain Store Field.
- III.—The Bases of Chain Store Competition.
- IV.—The Chain Store and Distribution.
- V.—The Store and Its Location.
- VI.—The Store Itself.
- VII.—Protecting the Store.
- VIII.—Buying.
- IX.—The Chain Store and Its Market.
- X.—Pricing and Turnover.
- XI.—Sales Promotion.
- XII.—Service and Good Will.
- XIII.—Display.
- XIV.—Advertising.
- XV.—Selection of Employees.
- XVI.—Training of Employees.
- XVII.—Maintaining Morale.
- XVIII.—Remunerating and Promotion.
- XIX.—The Chain Store Manager.
- XX.—The Chain Store Executive.
- XXI.—Stock Control and Maintenance.
- XXII.—Financing and Chain System.
- XXIII.—Expenses and Profits.
- XXIV.—Agencies and Concessions.
- XXV.—Insurance.
- XXVI.—Warehousing and Purchasing Records.
- XXVII.—Supervision of Retail Outlets.
- XXVIII.—Centralizing Executive Control.
- XXIX.—The Manufacturer's Chain.
- XXX.—Food and Grocery Chains.
- XXXI.—Drug Chains.
- XXXII.—Variety and Notion Chains.
- XXXIII.—Dry Goods and Apparel Chains.
- XXXIV.—Other Chain Fields.

A chapter has been devoted to the location of the store—the character of the street—proximity to other stores and public buildings—the traffic that will pass by the store, etc. In the next chapter the store itself is considered—design of the floor front, inside floor plan.

Seven chapters have been given over to the various merchandising problems such as purchasing, turnover, advertising, warehousing, sales promotion.

BASIC PRINCIPLES — ORGANIZATION — OPERATION

Examine the Book for 10 Days FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid in 10 days, or to send us \$5 as payment in full at that time. Mail the coupon NOW!

McGraw-Hill Free Examination Coupon

McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York, N. Y.

You may send me for 10 days' free examination *Hayward and White—Chain Stores*, third Edition, \$5.00 net postpaid. I agree to remit for the book or to return it, postage prepaid, within 10 days of receipt.

Name
Address
Position
Company P. I. 1-5-29

The Little Schoolmaster's Classroom

A LONG sales letter on an absolutely speculative stock sent out by a promoter closes with a statement: "No postage stamp is required on the enclosed envelope. My permit, issued by the Post Office Department, relieves you of this expense. It is ready for mailing." A member of the Class who sends this to the Schoolmaster raises an interesting question when he says: "Don't you think it is possible that statements such as this in speculative stock-selling literature concerning the use of the new Government business reply envelopes, will be interpreted by the gullible as meaning that the Post Office Department has put a seal of approval on the whole scheme?"

In this particular case the Schoolmaster can't say that he sees that danger. He might say, however, that he can see where a more clever use of the words, "Post Office Permit" might readily produce the effect of which this member of the Class warns against. This matter, in the Schoolmaster's opinion, is of sufficient importance for the Post Office Department to look into it. It would certainly be a sad day if the new business reply envelope, is taken over by speculative promoters as a means of claiming official Government approval for their wild-cat schemes.

* * *

A judgment of \$2,500 has been handed down against a press agent in favor of a newspaper. This happened in Canada. The *Calgary Herald* did the job. The story of how this came about has been better told in Canadian newspapers than the Schoolmaster can tell it himself; for that reason he is giving the Class the story as the *Vancouver Province* told it. Here it is:

Often—oh, very, very often—the city editor has found the nigger in the press agent's woodpile, and thrown him out. But, now and then, his weakness for a good news story has made him yield, or in the rush of getting an edition to press, the weight of routine has lulled

his suspicions and something that he would have caught in his brighter and less congested moments has got by him. Then, when the realization of what had occurred has dawned upon him, the city editor has found nothing to do but grit his teeth and swear softly under his breath that it should not occur again.

That was the usual thing. But it happens that there are resourceful city editors as well as resourceful press agents. And there happened to be one of them in Calgary, not long ago, when a circus press agent sent the *Calgary Herald* a telegram telling of a mammoth moving picture project for the Bow Valley. The telegram seemed authentic enough; it was delivered by a regular messenger and it bore the name of the general manager of the circus corporation. There was no time to verify the news and the *Herald* published the despatch; then found it to be a fake. This time, however, the city editor didn't grit his teeth and swear softly to himself. He sought out a good lawyer, and entered action for damages against the press agent and his general manager and even the circus corporation itself. And he got a judgment for \$2,500. Henceforth press agents will walk more warily in Western Canada.

It is easily conceivable that this kind of action can be started in the United States against press agents. In fact, in New York State there is a law which provides for punishment for anyone who supplies publications with false and misleading news. The law reads:

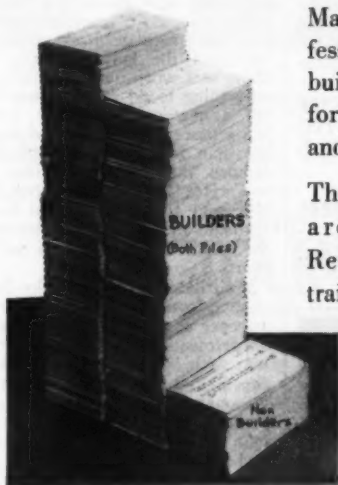
Any person who knowingly and willingly states, delivers or transmits by any means whatever, to any manager, editor, publisher, reporter or other employee of a publisher of any newspaper, magazine, publication, periodical or serial any false and untrue statement of a fact concerning any person or corporation with the intent that the same shall be published is guilty of a misdemeanor.

* * *

It was rather a surprise to the Schoolmaster in the course of his holiday reading, while lost in a happy maze of r.p.m., k.v.a., pounds of steam per horse-power hour and so on, to discover among the "Letters from Our Readers" in *Electrical World* the kind of story that never gets told too often in this Classroom.

A. E. Perks of Montreal has an electric washing machine and an

Who are the Professional Homebuilders?



Mass Building by professional or speculative builders is accounting for 70% of our homes and apartments today.

These big operations are carried on by Realtors, executives trained in the promotion, financing and selling of buildings and subdivisions.

The post cards above show how these builders predominate (77.8%) in the circulation of the merchandising paper of the building world, the

A.B.C. **NATIONAL REAL ESTATE JOURNAL** A.B.P.

PORTER-BEDE-LANGTRY CORPORATION

139 N. Clark St.

Chicago, Ill.

Realtors—America's Homebuilders

are you? an Advertising man! —write at once

for information about the Eastman Extension Course in Practical Advertising. Entirely different from the "book-course" method.

Let Eastman train you at home, by actual instruction, direct from the classrooms here, under a strong faculty of hard-hitting business men, who know.

SIMPLE PRACTICAL **CLEAN-CUT DRAMATIC**
VIVID
MODERATE COST

Eastman School of Business

Dept. 81, Extension Division

Rice Bldg.

Boston, Mass.

Resident School: Poughkeepsie, N. Y.

Over 100,000 Graduates

Merchan- dising Man

There is an unusual opportunity for a man with broad merchandising and sales experience as special assistant to the director of sales of our Paint and Varnish Division. Successful experience in analyzing markets and sales development is essential. Interviews by appointment only. Write giving full details to: Mr. G. A. Biesecker, E. I. du Pont de Nemours & Co., Inc., Public Ledger Building, Philadelphia, Pa.

electric carpet sweeper in his home; and, as he tells the story in his letter, both of them began to develop spavin trouble, with symptoms of the heaves. He had about as much success in his role of "Handy Man about the House" as most of us do, and Mrs. Perks, needing the washing machine, called the local office of the manufacturer.

She asked it to send a mechanic, but the people in the office were too clever to do that. They sent a salesman, who started up the machine, watched it spark and sputter with an air of deep attention, and informed the lady that the machine was worn out. Obviously the only thing to do was to trade it in for a new one. But Mr. Perks, being more persevering and skeptical than most of us, managed to remove the motor, identified the maker by the nameplate, took it to him, and for a small sum had it cleaned and replaced—whereupon the whole machine ran as well as ever.

A little later Mrs. Perks had a chance to tell the salesman for the sweeper company in one of the big department stores about her troubles with her own sweeper—which she hadn't bought in that store, although the store sold the same make. Two days later that salesman called, examined the sweeper, and found that a new fan belt (costing 50 cents) would make it practically as good as new.

"You haven't got nearly the years of service out of that sweeper which you are entitled to," said this salesman to Mrs. Perks, "and if an appliance will not give the length of service it is supposed to give we do not want to sell it. Any apparatus we sell is going to give just as much and as long service as the advertisement promises, and we are out to see that it does, whether you actually bought it from us or not."

It isn't clear from Mr. Perks' letter whether the credit for that salesman's enlightened attitude belongs to the manufacturer or to the department store. Probably both should share, with a slice to the man himself. But there isn't any



Hon. W. J. Kohler
Governor-elect
Pres., Kohler Co.
Kohler, Wis.



Mr. E. T. Strong
President,
Buick Motor Co.
Flint, Mich.



Mr. G. S. Parker
President,
The Parker Pen Co.
Janesville, Wis.

These Men, and 134,995 Other Leaders, Read —

THE ROTARIAN

211 W. West Wacker Drive, Chicago

THEY own homes, drive automobiles, clothe and feed their families, engage in wholesome sports, make investments, carry on their business enterprises, and still have time to engage in politics and civic and social affairs. Incidentally they have a lot of money to spend—and spend it. It will pay you to know them better. THE ROTARIAN will introduce you to this select audience.

TWO COLOR

inside pages and four-color process covers
—at reasonable rates—available to ad-
vertisers in March and subsequent issues.

Mr. E. W. Houser
Pres., Barnes-Crosby
Co., Photo Engra-
Chicago, Ill.

Mr. A. C. Johnson
Vice-President,
Chicago & N.W. Ry.
Chicago, Ill.

Hon. M. L. Davey,
M.C., President,
Davey Tree Expert Co.
Kent, Ohio



COST OF DISTRIBUTION

While production costs in recent years have declined about 20%, leading economists estimate that distribution costs have nearly trebled. Economies effected in manufacture are wasted many times over in marketing expense.

"WHAT INTELLIGENT MARKETING RESEARCH CAN ACCOMPLISH" is a brief pamphlet noting some important recent results of research for the country's leading manufacturers. It is available to interested executives.

CROSSLEY, Incorporated

National Research Organization
New York Office—25 W. 43d St.

Available PRODUCTION MAN

Young man, thoroughly experienced in production routine, wants connection with medium sized agency as production manager. Knows engraving and can cast and specify type. Seven years agency experience. New York and vicinity preferred.

Address X, Box 201

PATENT YOUR IDEAS

Inventions developed. Patents secured in all countries. Call or send me a sketch of your invention. Satisfactory terms.

FREE Confidential advice, literature, Inventor's Recording Blank.

Z H POLACHEK
1234 BROADWAY
NEW YORK

REG. PATENT
ATTORNEY
CONSULTING
ENGINEER

room for doubt as to who earns the booby prize in the case of the washing-machine. That company gives a new significance to the old war-cry of "quick sales and small profits." The kind of sales it is apparently trying to make have to be quick sales if made at all and it is safe to predict that if it persists in that kind of merchandising, its profits will surely be small enough, in time.

The Schoolmaster can think off-hand of at least two, or three, or a dozen other industries that can ponder the experiences of the Perks family without its doing them the least bit of harm in the world.

* * *

Turning over the pages of a number of two and three-year old periodicals the other day, the Schoolmaster was stirred with the wonder, as he has often been stirred before, that more of the fine-looking and effective advertisements of that time are not repeated today.

With minor changes in copy they could speak with as eloquent a tongue as before. That one advertiser felt somewhat the same way about it is shown by a Wesson Oil advertisement in a woman's magazine for November, entitled, "Do you remember this Fruit Cake?" The advertisement, which is page size, contains a large illustration, in colors, of a fruit cake, and the accompanying copy begins with the following three paragraphs:

Even large business organizations occasionally become sentimental.

We've always had a sentimental feeling toward this picture of a fruit cake and this fruit cake recipe.

It's such a good picture and such a good recipe. They both appeared in an advertisement we published two years ago. And we still remember our thrill at the number of letters we received. Letters from women who had used the recipe and who apparently just had to tell us what wonderful fruit cake it made.

And so we print this picture and recipe again to remind you not only of the fruit cake but of the fact that the use of a choice salad oil is becoming decidedly the modern method of cooking.

Beside the interest in the incident, and whatever suggestion it

SALES MANAGER'S ASSISTANT

One of the largest and fastest growing Hosiery concerns distributing to Retail Trade only, will create a new position in their sales department—as assistant to the Sales Manager—

He must have a sales understanding, analytical mind, and sales office experience—

He must be familiar with department store practices—

He must be a young man and a Christian—

State Age, Salary desired to start, past experience, and present position—

All information will be kept strictly confidential—

Address "U," Box 57, Printers' Ink

"Your Future"

IF you are not making as rapid progress in your present business as your ability seems to justify; or if, despite your ability, you seem to be bucking a stone wall in your fight for success, you will be intensely interested in our new book which has just come off the press. It is entitled "Your Future."

"Your Future" offers a practical solution to the problem of a permanent, successful career. It pictures the new era that has dawned in Life Insurance—an era that offers to men of the right kind unlimited opportunity.

This absorbingly interesting book presents Life Insurance from a new angle. It shows what incomes are being made by men who are treating Life Insurance as a Profession. It describes the high calibre of ability and manhood that is fast swelling the ranks of Life Insurance Companies. It will open your eyes to undreamed of opportunities that exist today in the practice of Life Insurance as a Profession.

We will gladly mail you a copy, without charge and without obligation.

HERMAN ROBINSON
General Agent Life Dept.
The Travelers Insurance Co.
565 Fifth Ave. New York

First Contact

with prospective home builders enables the retail lumber dealer to control the sale of building material. You can talk to buyers for more than 10,000 lumber yards in the

American Lumberman

CHICAGO

Est. 1873

A. B. C.

WANTED

A Writer of Sales Plans

By A Small and Growing Agency

An attractive opportunity awaits the man for this position. He must be thoroughly familiar with modern merchandising methods and capable of writing convincing sales plans that have a new "twist." Give in detail past and present connections and earning capacity. Address "T," Box 56, Printers' Ink.

Wish to Buy or Conduct Correspondence Course

Now have three courses
—wish one or two more

Address "D," Box 207, Printers' Ink

may hold for other advertisers to cast an appraising eye over the strong-pulling advertisements of yesterday, which, if used again, might reach a new audience just as effectively as they reached the old, there is a slightly new flicker of light on the mooted question of the value of keeping a record of returns from advertisements. Memory is a player of tricks. Admiration for the copy used during former campaigns ought always to be checked against the record of returns. For this reason, as well as others, a record of some kind should be kept.

* * *

An amused member of the Class writes the Schoolmaster that in his suburban community an ordinance has recently been passed laying a tax of \$35 per day on house-to-house canvassers. "This ordinance was backed heartily by the local merchants," he writes, "and, of course, does not apply to any house-to-house workers who happen to be employed as clerks by local retailers."

"As a resident of this community," he adds, "I might be inclined to endorse this ordinance heartily were it not for the fact that my wife recently kept a tab on the callers who came to her door with wares to offer. In two weeks there were twelve such callers. Of the twelve, only two represented strictly house-to-house firms. The rest were all sent out by some of our local retail philanthropists."

The Schoolmaster believes that this is a pleasant analysis of a pleasant situation.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents
Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Multigraph Ribbons Re-inked

Our **SUR-T-FYD**

Send 3 Ribbons
to be Re-inked
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

People Prefer Banks That Advertise—Accurately

BANK OF ITALY
NATIONAL TRUST & SAVINGS
ASSOCIATION

SAN FRANCISCO, DEC. 17, 1928

Editor of PRINTERS' INK:

My observations confirm what Mr. Frank Presbrey in his article, "Advertisers Like to Deal with Banks That Advertise" [December 6 issue], so ably sets forth. People do (perhaps without realizing it) prefer to deal with banks that advertise. The only qualification I should make is this: People prefer the bank that advertises, if the advertising presents an accurate picture of the institution and what it offers. Sometimes there is an inclination to think the word is the fact. I have known of banks that advertised "friendly, courteous" service, but didn't seem to have the merchandise in stock. It is likely their advertising didn't do any good.

A few years ago, in one of the sessions of a Pacific Coast advertising convention, I said that the public was entitled to ask that the banks seeking their business should advertise. I suggested that since the bank demanded of the customer a written statement of intentions in all transactions, it was appropriate that the bank put itself on record, in equally certain fashion. I believe my exact words were: "No bank would loan money without a written agreement with the borrower. Even the new account is opened, and money accepted for deposit, only when the customer consents in writing to the rules and provisions that govern the transaction. Is it any less incumbent upon the bank to put itself on record with respect to the character of service and the nature of the facilities which it offers? Isn't the public entitled to a statement from the bank?"

From a purely cold-blooded, hard-headed, business-getting angle, the advantage of advertising a bank should be fairly obvious. We know that people prefer those things with which they are familiar. The new and strange is never so readily accepted. We are loathe to try that with which we are unacquainted. "Old friends are best," has more than sentiment behind it. The statement is based on sound psychology. What places do we visit? Where do we eat lunch? Why do we put little confidence in strangers?

There are probably other reasons why people select one bank in preference to another, but it is fairly certain that they do turn more frequently to the ones which advertise.

F. R. KERMAN,
Vice-President.

Appoints Paschall, Harris & Paschall

The Globe Manufacturing & Supply Company, Des Moines, Iowa, maker of the Globe Hoist for filling stations and garages, has appointed Paschall, Harris & Paschall, Inc., Chicago advertising agency, to direct its advertising account. Magazines, business papers and direct mail will be used.

Here's an Advertising, Sales and Publicity Director

Almost 20 years' metropolitan experience and still only 36! Unusually broad training in Retail, Mail Order, Department Store and Agency Advertising, Merchandising and Selling. Dynamic, likeable personality; able diplomat; open-minded, broad-visioned, well-matured.

A writer, speaker, traveler, organizer and all-around business executive! Just resigned important position in one of America's largest chain stores, earning \$7,500. Write or wire Box S-200, Printers' Ink, Chicago Office.

MOVIE SLIDES

The Perfect Dealer Tie-Up

Get sustained, undivided attention of interested audiences.

We Serve
1772 National Advertisers

NATIONAL STUDIOS

INC.
226 W. 56 ST. NEW YORK

Young Woman Fashion Writer

College trained, having several years' newspaper and magazine experience, and at present employed by large, progressive department store, desires position in New York, preferably with Smart Department or Specialty Store, Agency or Magazine, as Fashion Writer or Editor. Excellent References. Address "G," Box 197, Printers' Ink.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

OWNER OF INDUSTRIAL MAGAZINE doing good business will combine with other publishing interests to reduce overhead or dispose of same. Box 800, Printers' Ink.

Unusual Opportunity—open to man or woman in advertising or circulation departments, for active interest in magazine, now on stands, of special appeal, in national field. Give full details. Box 780, Printers' Ink.

Publisher's Representative with office in Cleveland; covering Ohio, Eastern Michigan and Western Pennsylvania. Can handle one more high-grade publication. Experienced and with the best of references. Address: 124 Engineers Building, Cleveland, Ohio.

Advertising Representative wanted for Eastern States with office in New York City by publisher of class journals, publications well established in their respective fields, and favorable connection is open to right man. Present connection, experience, education and age should be included in application. Address Box 802, P. I.

FOR SALE—Goss Cover Press, with Cottrell flat delivery and elevating table. Will print three colors on one side and one on the other side, or two colors on each side from a 46" roll. Prints 6 up on one sheet 42"x46". Press is in excellent condition and will produce good quality printing. The Capper Publications, Topeka, Kansas.

TO PUBLISHERS

We have a battery of seven linotype machines, two Ludlow type casters and newspaper perfecting press with complete stereotype equipment which we can place at the disposal of any publisher requiring newspaper printing, either tabloid or regular size, newspaper circulars or similar products. We are fully equipped to quote prices that will command consideration. Address The Star Publishing Company, Wilmington, Delaware.

HELP WANTED

Wanted—Superintendent in money-making printing plant in Pennsylvania doing business of \$150,000. Must be "go-getter." Man who will consider financial interest after try-out preferred. Box 787, P. I.

Young advertising writer as apprentice in established North Texas retail service and general advertising agency. State qualifications and salary acceptable. Work samples will be returned. Box 785, P. I.

Syndicate Ad Service and Newspaper Out Salesmen! We offer an unusually profitable connection selling six superior lines, part or full time. Experienced men address Charles Advertising Service, 543 Douglas Bldg., Los Angeles.

An old-established publishing firm will employ two men with sales ability to interview patrons and present the portrait feature of a nationally known biographical cyclopedia. Apply by letter only to John C. South, 70 Fifth Ave., N. Y. C.

Wanted, by a Public Utility Company, an experienced advertising man to plan and direct sales campaigns. One with advertising agency experience preferred. Good opportunity for advancement. References required. Box 788, Printers' Ink.

NEWSPAPER PROMOTION MAN WANTED

The man we want knows newspaper promotion and service work thoroughly. He is a self-starter; he will develop and execute ideas with a minimum of supervision; he is fast and accurate; he knows how to make type, layout and copy sweat; if he has had selling experience, preferably in the retail field, he will be especially desirable. The position waiting for this man carries no title, but does offer permanent, pleasant, profitable work amid congenial surroundings with one of the largest and finest newspaper organizations in the Southwest, located in a live town of 175,000. If he is competent, he will find plenty of room to grow with this rapidly expanding organization. He will be given every cooperation, and an art and engraving department will help him do his best work. His letter of application should give a complete history of his business life for at least the past five years, his age, whether married, his salary requirements, and two or more references with whom we may communicate at once. He won't be afraid of a long letter, but will give us every essential fact, and enclose a photograph of himself. Samples of his work should include not more than six or eight pieces each of promotion advertisements published in newspapers and trade papers, direct-by-mail promotion pieces, and retail advertisements he has prepared. These samples will be cared for very, very carefully and promptly returned. If you think you are this man and can keep pace with a high-gear organization in a fast-moving town, communicate at once, in confidence, with Promotion Manager, Box 796, P. I.

CLASS PUBLICATION HAS EXCELLENT OPPORTUNITY for young college man with some New York experience. Drawing account against commission. Box 793, Printers' Ink.

ADVERTISING SOLICITOR

Personable young man with real sales ability for class publication; state salary and experience. Box 232, Room 200, Times Building, New York.

AGENCY TRAINED MEN, consult Walter A. Lowen, formerly with Calkins & Holden and other agencies, for a new or better position. Since 1920, serving New York's finest agencies, we function as "A Clearing House for Adv. Workers." Personal, confidential interviews, 9-2, Vocational Bureau, 110 W. 40th St., N. Y. C.

WANTED

ASSISTANT TO ADVERTISING MANAGER

A firm of manufacturing chemists in New York serving the medical profession seeks a young man, preferably college graduate, with advertising training, to assist in the preparation of copy, follow-up on art work, engravings, etc. Write full details as to training, experience and salary expected to Box 792, P. I.

FASHION ARTIST

Male or Female

Who can also do stills in life. Must know fashions; be fast worker to make smart snappy line drawings of still life merchandise. Salary between \$50 and \$75 depending on experience and ability. Apply with samples. Street and Finney, 40 West 40th Street, New York City.

POSITIONS WANTED

On '29 Budget—Sales Research
College graduate, 26 years old, wants asst. sales manager position. Now employed in marketing and sales research. References provided on request. Box 779, P. I.

Production Man

Thoroughly experienced on type, engraving, lithography, printing processes, New York City and vicinity only. Box 794, P. I.

DIRECT MAIL

Sound analysis—plans—resultful copy—effective layouts; salary \$7,500. Box 789, Printers' Ink.

VISUALIZER

Young man with creative ability desires position in N. Y. advertising agency. Five years' experience. Salary \$50. Box 783, P. I.

ADVERTISING MANAGER

Successful experience sales, advertising, and management; university graduate, 26, knowledge of textiles, seeks connection not necessarily textiles, permitting really worthwhile development. Box 798, P. I.

Advertising Manager or Assistant
College man, former newspaper reporter, copywriter for leading agencies, now employed, seeks new connection. Experienced on general, technical, travel and export accounts. Knows French, German, Spanish. Highest references. Prefers New York or Boston. Box 799, P. I.

COPY WRITER—Young woman with excellent executive and writing experience in sales organization, now employed as copy writer with advertising agency, desires connection with New York agency. University graduate. Box 795, P. I.

IN CHICAGO!

Adv. man, 25. Wide exper.; 5 yrs. Copy, layout, sales promotion. Sincere, adaptable. Large Chicago manufacturer or concern preferred. Box 782, P. I., Chicago Office.

SALES EXECUTIVE—Man of sound judgment, proven and developed; extensive experience along business promotion lines; able producer of letters and sales literature; excellent correspondent; of real value to progressive concern. Box 781, Printers' Ink.

Middle-age man, desiring to reside in or near Washington, D. C., thoroughly experienced in Sheet Steel and Sheet Steel Products, would like to get in touch with a manufacturer or dealer with view to representing him either in charge of a branch or in sales capacity only. Box 801, Printers' Ink.

DUPLICATING DEPARTMENT HEAD
Young man, Christian, 27 thoroughly experienced in the efficient and economical management of department handling Multigraphing, Addressographing, Mimeographing, Mailing or other mechanics of direct-mail work is in the field for connection with progressive organization. Knowledge of Publishing, Brokerage, Direct-mail, and Association activities. Box 791, Printers' Ink.

Financial Copy Writer—Statistician
Experienced on reports, market letters, customers' correspondence; exceptional knowledge of industrial, chemical and metallurgical plant valuation, capacity, operation and construction, desires additional work. Box 786, Printers' Ink.

ADVERTISING MAN

35, with keen sales sense. 9 years' experience with national concerns. Good copy writer, direct-mail sales experience. Resultful sales letters. Practical merchandising ideas. Exceptional knowledge of all the technical features of complete campaigns, layouts, printing, engravings and general production. Box 784, P. I.

OUTSTANDING COPY WRITER AND VISUALIZER HOLDING HIS OWN WITH COUNTRY'S BEST

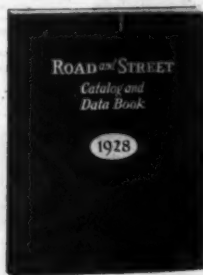
Creator well-known NATIONAL—MAIL ORDER—DIRECT MAIL campaigns recognized unusually good advertising; interesting story awaits concern requiring highest type ability; N. Y. leading 4A agency experience; go anywhere. Box 790, P. I.

Advertising and Sales Executive
Thoroughly trained in national advertising management and sales promotion. Professional ability and personal integrity highly endorsed by well known executives to whom references given. Connection sought with successful manufacturer where there's high grade work to be done and cumulative future assured. Starting salary, \$10,000. American, college, married, age 35. Interview anytime. Box 797, Printers' Ink.

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